



INTRODUCTION

Let me ask you two questions: Do you wake up every day knowing that you will make \$1000 or more, and can you wake up whenever you want??

I know that most of you reading this will answer "NO" to both the questions.

I have been there, don't worry, I know how you are feeling, like you spend the prime of your life helping build someone else's dream or making someone else richer.

You are likely in a "trading your time for money" situation and or the famous "JOB," which in my world means "over broke"!

I am guessing you found me because you realize there is more to life than the:

- ❖ 8am to 4pm lifestyle
- ❖ 2 weeks of vacation
- ❖ A boss or co-workers you can't stand
- ❖ Or an unfulfilling job with no future

Now imagine this: You wake up when your body tells you it's time to wake up naturally, you log into your business portal, and you have made more while you slept than you made in a week at your "JOB." How is this all possible?? Well, this is how it's been for me for nearly the past five years of my life.

Does that get you excited?? Don't worry, I am going to show you how later on.

It's now late 2020, almost 2021, and the last three years for me, we broke into the 7-figures league in revenue, and 2021 is looking up!! I am sure you have seen or heard about this guru or that app developer or this You Tuber, making millions off a start-up.



I have a passion for serving my students and I work extremely hard to build systems that will help anyone on this amazing journey succeed. Success takes hard work and massive action, if you read this entire guide and do nothing its like you have never read it, take action, make money enjoy life - Brian



I guess you think like me, like man, I wish I could get on that gravy train or get a piece of that action? Actually, you can, and you have already taken the first step to making it happen for yourself. This opportunity is right in front of you on the internet.

The industry is underground and has been around since the early 2000s. That opportunity is called "**Affiliate Marketing.**"

I think by now, we have all seen an ad pop up on a phone or an annoying banner on a website. Did you ever wonder what's going on behind the scenes?



Most likely, an affiliate is behind it

So what does an Affiliate do? In broad terms, we help companies acquire a customer and generate leads, calls, etc.

Here is a 30,000 foot view of what an affiliate marketer does:

1. We typically buy advertising from traffic sources such as Facebook and Google
2. We have landing pages or websites that we use to promote other people's products
3. We get paid a commission when we generate a lead, sale, or phone call depending on the offer
4. The difference between what we spend on advertising and what we are paid via commissions is our profit or loss.

In many cases, we act as the marketing department for these companies, and they pay us to help acquire customers.

There are so many ways to make money online, Shopify and Amazon FBA, to name a couple, but here is why I choose Affiliate Marketing:

- ❖ You don't have to deal with customers.
- ❖ You rarely, if ever, have any contracts to sign. If you want to stop working for a company, you stop.
- ❖ You can have location freedom; all you need is a laptop and an internet connection.
- ❖ As you can see from above, the sky is the limit on the amount of profit you can make; realistically, \$5k-10K profit days with a hot campaign.
- ❖ You typically never have to meet in person with anyone, usually skype conversations or text messages are about as close as you have to get.
- ❖ You don't have to hold any inventory or fill and ship any boxes.

Your job is to Market!

There is no shortage of companies wanting more leads or business, so this business is booming, and the opportunity couldn't be better.

So why am I creating this guide for you? There are so many fake experts or so-called gurus out there giving out this training and that "new course." Unfortunately, some of these guys, a few I know personally, had success several years ago and now make money just selling the past theory instead of doing the Affiliate Marketing.

There are so many ads on YouTube, Facebook, etc., everyone trying to sell you the "next shiny object." We call this "shiny object syndrome," and we have all had it at one time or another.

I know it can get frustrating with this informational overload. I made a great guide that breaks the entire business model down in a step-by-step system. The guide was not easy to create. All this information is out there on the internet, but to put it all together and make sense of it would take years, and none of us have that kind of time.

I spent countless nights putting this source together for you, and I decided to give it away free!!
Why would I do this? What is the catch??

- ❖ I am relatively new to expert space.
- ❖ I recently started building my team, systems, social channels, etc.
- ❖ I have always had a passion for helping people.
- ❖ The more people I serve value to, the more value the world will return to me.
- ❖ I want to be the Affiliate Marketing authority and go-to source for powerful information.

With a team of media buyers and many successful students, I get opportunities that no one else gets – first crack at prime offers, speaking opportunities, and a network of successful people that is second to none.

By reading this guide, you can get the opportunity to know, like, and trust me. When we go into much more advanced topics, I occasionally offer to coach students who would like to speed up their learning curve and turn this into a business, as I have done.

Offering you a ton of value for free in this guide, in my blog, and YouTube Channel is a better strategy than trying to "get the sale" off the bat.

I usually wait until I have something that is "crushing it" before considering making an offer.

For me, I have 7-9 streams of income these days at any given time and certainly do not need to sell coaching or information to make a living. I do it out of my passion for helping people succeed. You see, I have been there, \$89,000 in credit card debt just four years ago, every month having no idea how to pay the bills. If I can help one person learn the skills it takes to make it in this business and come out of a debt hell hole like I was in, then it makes it all worth it to me.

So, who should be reading this guide? Most have never heard of Affiliate Marketing before. If you have, you most likely don't know much about it.

I plan to take you from a complete newbie to launching your first campaign after reading this guide. Affiliate Marketing is a marathon, not a sprint and the journey begins here with your first step. This guide will be the map through the jungle.

I want you to have realistic expectations. Marketing online is not the proverbial "easy button" to "making millions" in one week.

My goal is to build a foundation that will help you develop the fundamentals and think for yourself on a path to succeed in this space.

If I had had something like this, it would have saved me so much time and money when I first started.

Those of you who already have some experience, this course will be an excellent refresher, and who knows, maybe you will get a golden nugget or three.

Who am I?

Brian Pfeiffer, a.k.a. The Marketing Meathead. I am known as "Mr. Platinum" on ClickBank as I have earned the *ClickBank Platinum* Award multiple times! I discovered social media in the mid-2000s and mastered generating leads from social media back in the "Myspace" days. I started getting serious about Affiliate Marketing in 2014 and have had multiple million-dollar years ever since.



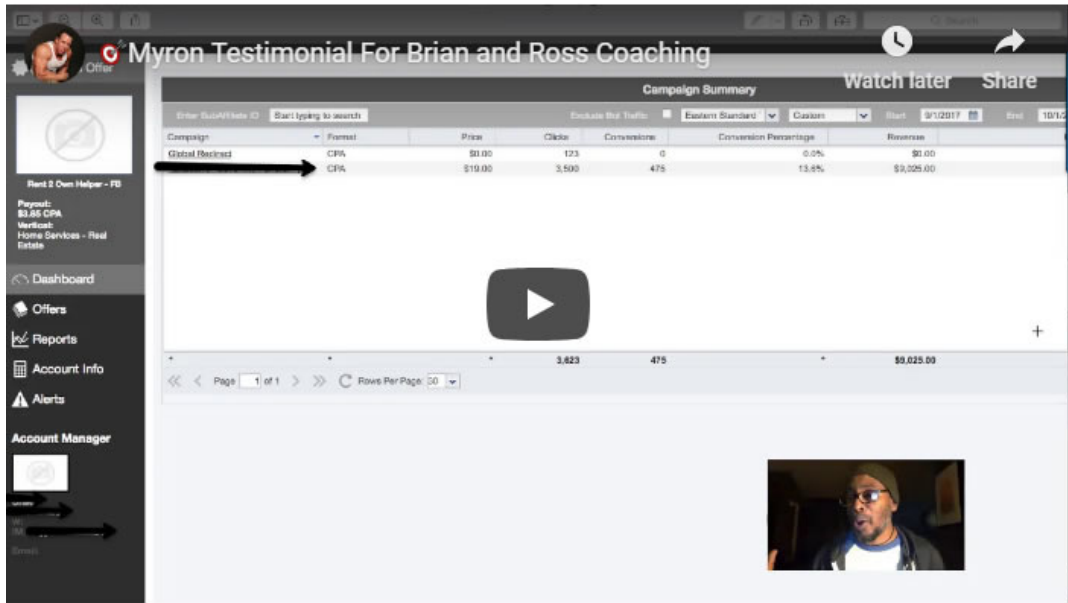
Not only have I been a business owner since 2002, now I write and speak on the subject as well. But it wasn't always like this. From 2008-2010, I and many others took a beating in the great recession. I found myself in the middle of living beyond my means when my income dropped.

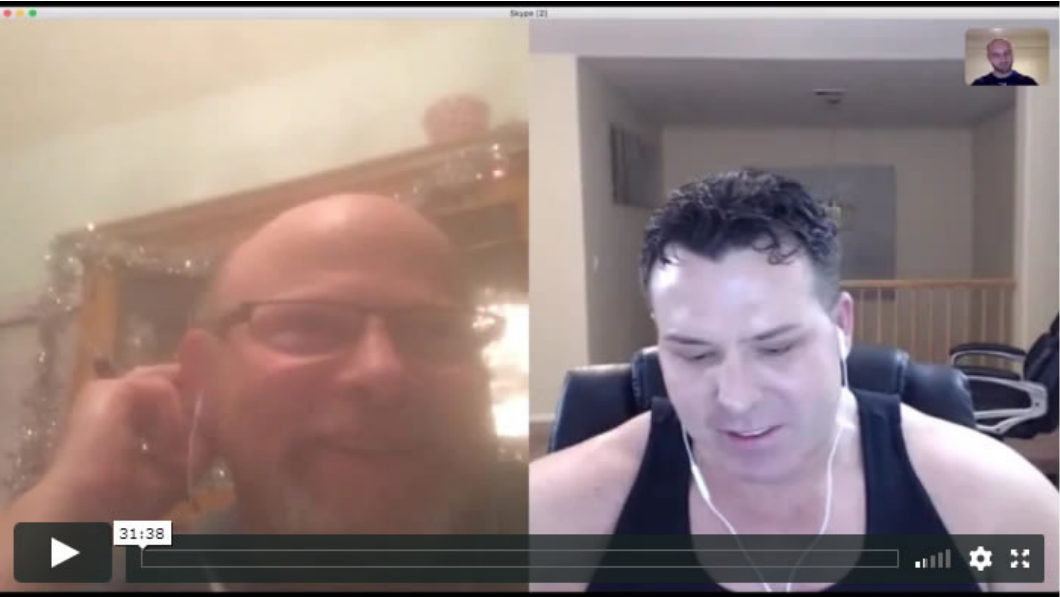
After accumulating nearly 6-figures in credit card debt, I turned to Affiliate Marketing as my "Side Hustle" and never looked back.

My biggest issue was always running multiple companies and running campaigns. There weren't enough hours in the day.

I had the best success when I brought in a "newbie" media buyer to help scale a profitable campaign, and that led me to my first six-figure month!

Here is some good news; not only do I have the ability to create great, profitable campaigns, but I also have a knack for teaching students how to succeed.





So here is how this guide will play out.

It's a whole of a guide, and I recommend you go through it once in full to grasp the entire model.

Once you're ready to make your first campaign, you can always come back to specific sections.

Please complete the homework at the end of each section. The assignment is there to help you grasp the concept completely.

Sections

1. Introduction
2. What Exactly is Affiliate Marketing?
3. Frequently asked questions
4. Mindset Training
5. Affiliate Networks we use
6. Free vs. Paid traffic
7. Offers
8. Traffic Sources
9. Ads and Copywriting
10. Landing Pages
11. Hosting
12. Tracking
13. Launching a Campaign
14. Optimizing a Campaign
15. A Strategy for Newbies
16. My personal tool and resource guide
17. What is the next step

My Final Word

This business requires real work and effort on your part.

The information below will not get you anywhere if you don't take massive action.

I have been there and have been lost in a massive information vortex and, in the end, found myself never taking any action and then eventually forgetting what I learned.

The best formula is to put something into action before you move on the next thing.

Put the work in; you will be glad you did!



Brian Pfeiffer a.k.a The Marketing Meathead

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1. WHAT IS AFFILIATE MARKETING AND WHY?

I'm sure at some point you have thought about starting your own business, making your own hours, and having unlimited days off.

What does owning your own business mean to you?

- ❖ More Free Time
- ❖ More Money
- ❖ More Choices
- ❖ More Autonomy
- ❖ No Boss



You have come to the right place to begin your affiliate marketing journey. We couldn't be more excited to have you and we hope that this information will be a key component to your success, my team and I poured over 2 months into the project to give you the best Ultimate Guide to Affiliate Marketing on the internet. - Brian



I am sure you have thought to yourself, "there's more to life than my job and the path that I'm on," but then that little guy on your shoulder said, "starting a business costs money," "you have a job, so you don't have time to start an online business," and "what type of business would you start anyway," and so convinced yourself it couldn't be done.

It was the same for me back in 2002-2004

I had bounced around to a couple of customer service manager jobs at major corporations to a couple of outside sales jobs at a few commercial printing companies.

I remember looking at the commission structures thinking, dang the company is making out like a bandit, and all that ends up on my check is a small percent.

On top of that, only two weeks of vacation a year, really? I had never made it long enough at any one company to get that sought-after three whole weeks!! (Nowadays, I travel for months, not weeks!)

So that is when I started my "side hustle" working the door at a new popular nightclub for tips and weekend cash. Soon I started throwing events at the club where I worked – once a month, then once a week - and eventually, I started working at other clubs throwing events, ultimately going to six nights a week and leaving corporate America to start my own company!

I started my first website in 2004 and was proud of that site back then

I loved working from home and learned the ins and outs of owning web sites, posting pictures, social media, and eventually driving leads for the business.

When I tell people I work in nightclubs



People see me this way



My Friends see me this way



I feel this way



My parents see me this way

This Meme is so true. I always want to excel at everything I do.

When I was a nightclub promoter, the work was intense, long hours in front of a computer, and you were only as good as your last party. Every night you had to perform and "bring the crowd." I was quite successful at this, and I even earned an award as "Chicago's Top Promoter" until I was moved to Las Vegas by the Hakkasan Group in early 2013 to help open their largest, most expensive nightclub the world.



Hakkasan in Las Vegas as the Promotions Manager was my first corporate job in nearly a decade since 2004, and wow, did I HATE it. They work you to death in Vegas. The insane hours versus the pay was not adding up, but the education I received was priceless.

I hated it so much and was entering my 40's and knew that I had to do something else with my life. (Street peddling flyers on the Vegas Strip was just not my style).

This online marketing bug had me from promotions days.

I had discovered online marketing from my promotions and party bus companies with some paid advertising on Yelp, Facebook, and Google; however, I had no idea marketing online was a feasible profession. It was around this time that I decided to go "all-in." I was in pretty deep credit card debt from being overextended in 2008-2010, living beyond my means, but I knew there was something there. I bought just about every course that seemed relevant, different software, masterminds, events, you name it, anything that I felt could help me become an "online marketer."

I saw so many people killing it, and my thought was, "Why not me?" I want to travel, make millions, and be my own boss!! My online journey started there and has blossomed ever since. The path has been difficult, but the reward has been worth it.

So what is Affiliate Marketing:



Affiliate marketing is when you get paid a commission for promoting products / services for other companies.

Here is something to explain it better:

Do you remember the encyclopedia? Sales representatives used to go door-to-door selling people on the brand-new Britannica line.



Selling encyclopedias is the first generation of affiliate marketing. Imagine yourself making a \$100 sale off the family and getting a \$20 commission from that.

The encyclopedia company has many divisions: Research, editing, printing, etc., but you focus on one thing: The marketing and sale of the product.

You get paid 20% of the sale, and you are not even an employee of the company – you are an independent contractor.

Suppose you are like most salespeople. You set your own hours and work your schedule. The more you sell, the more you make. That is your incentive.

So, what's in it for the encyclopedia company?

Each set of books cost them about \$35 to produce, and they sell them for \$100. The salesman gets his \$20 commission, which leaves \$45 profit for the corporation, **risk-free**. If the salesmen don't make a sale for a week, it costs the company nothing. Having affiliates is an excellent strategy for the company.



By now, you see the benefits for both parties. The salesmen "affiliates" make unlimited \$\$ and have time and location freedom, and the companies can quickly expand their customer base without taking on too much risk.

Once the company has the customer's data, they can upsell them to other products or services down the road; this is better known as LTV or long-term value of a customer.

So what makes Affiliate Marketing much better than door to door sales??

Aside from walking around in the cold, heat, rain etc, or getting attacked by neighborhood dogs the internet has completely changed the game.

1. **As mentioned earlier your income is not tied to time**

No door to door sales trading your time for money

Website and campaigns can make money for you 24/7 even while you are sleeping!

2. **You are not limited to a territory**

With the power of the Internet you can make money in just about any country, we have had a lot of success in the United Kingdom, Canada, and Australia, to name a few.

3. **You are not limited to one company**

There are typically no contracts. If you want to work with another company, you log off and log into another affiliate network and get your link to another offer.

If you want to take time off, go ahead. You are your own boss of your business

Who is involved with Affiliate Marketing which is



Ultimately there are 5 people involved with a typical affiliate campaign

1. **The “Publisher” also better known as the Affiliate**

The publisher will be you. You are the person connecting the customer to the product or service. You create the ads, the copy, the landing pages, a.k.a "the funnel" to persuade the customer to make a purchase, enter an email, or create a phone call

2. **You Find Potential Customer** (Traffic Sources)

3. **Find Offers to Promote** (Products and services)

4. **Create Marketing Material** (Ad, Copy, Landing Pages, etc)

5. **Optimize** your campaigns until you make them profitable

2. The Affiliate Network



The Affiliate Network is the marketplace for offers. Usually, people call them AFF Networks and or marketplaces.

"Offers" and the leads, products, and services that the companies are trying to sell.

Affiliate Networks serve as the "middleman" or liaison between the affiliates and the product or service owner.

There are many affiliate networks and logging. You will find 100's if not 1000's of offers to promote.

Listed below are examples of some of the "verticals" you will find a variety of offers in:

- Gaming
- Dating
- Mobile
- Insurance
- Weight loss
- Make Money Online
- Survival, and many, many more

After joining and getting approved in an Affiliate Network, you get assigned an “Affiliate manager” sometime called the “AM.” The AM is your inside contact to help you with any issues, recommend offers, etc.

It's typically easier to go through an Affiliate Network when you are starting. Still, the networks are optional in some cases. You may want to bypass the "middleman" and work directly with the advertiser who may have their own affiliate program.

We will dive deep into Affiliate Networks later on

3. The Advertiser

The business or company that owns the offer. Most companies have an in-house marketing team, but affiliates can get more sales with a lot less risk.

The advertiser only pays a commission when a conversion happens.

Some companies can have an in-house team of affiliates that buy traffic internally.

Companies put their core focus on running the business, and having people like us run the marketing campaigns.



Millions of companies use affiliates in all verticals, dating, gambling, transportation - way too many to list.


4. Traffic Sources

Traffic sources, for instance, Facebook, have users, and we call those user's traffic. You build a funnel or website and advertise your product or service. Once you have a funnel built, you need to get people to visit your page or site to make sales. A lot of websites you have visited sell ads to drive revenue to sustain their sites.

A couple that everyone has heard of is Facebook and Google.

There are many types of traffic sources out there.


- Direct – You can buy directly from a web site. Here is a CNN.com example, and Google is another example



U.S. | World | Politics | Business | Opinion | Health | Entertainment | Style | Travel | Sports | Video

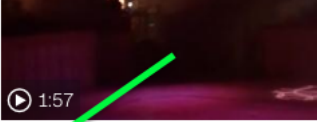
Live TV

U.S. Edition +




2:11

Late night reacts to firing of Jeff Sessions




1:57

Chilling video filmed inside bar during shooting




1:59

Pelosi discusses if Democrats will impeach Trump




These robots fly and swim just like animals




Off-roading in the world's most expensive SUV

Paid Content


Recommended by Outbrain




[Pics] When Authorities Raided This House, They Couldn't...
Readerstrust



30 Stars Who Died And No One Said Anything
Obsev



[Pics] The Largest Female Athlete Of All Time Is Truly...
Tie Breaker

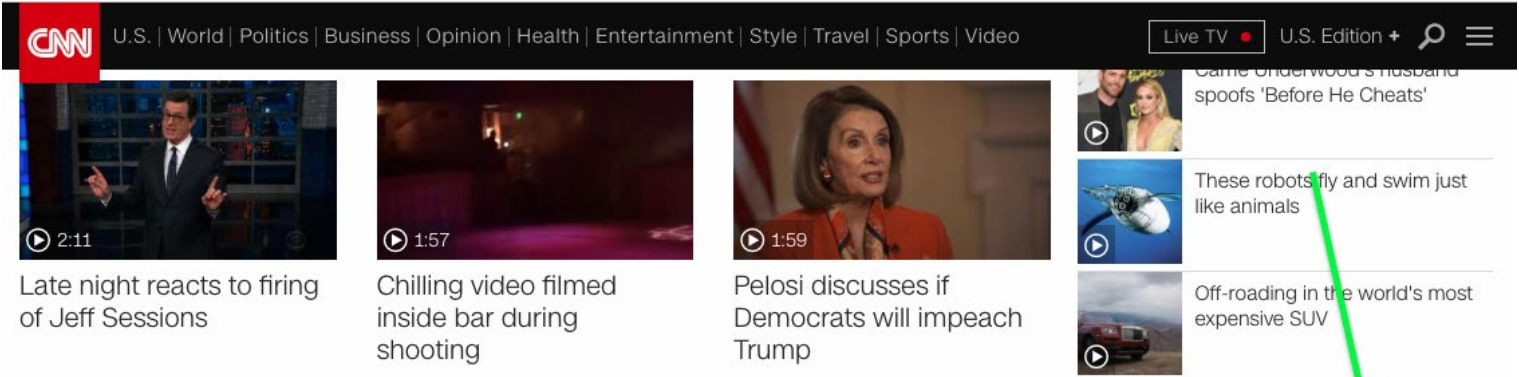


[Vintage Photos] Take Caution When Viewing At Work
History Daily

More from CNN

- Ad Network – A marketplace where Advertisers and Publishers can buy and sell ads. An Example is Outbrain:

Here’s a good example:



Paid Content

[Pics] When Authorities Raided This House, They Couldn't...
Readerstrust

These Brand New Crossover SUVs Will Take Your Breath...
Yahoo! Search

Only Baby Boomers Still Think These Uncool Trends Are In
Offbeat

Orlando - Mid-Size
Priceline Car Rentals

5. The Customer



So, in the end, someone has to buy whatever it is we are offering, right? The Customer the affiliate sent buys the product or service from the company.

Your role as an affiliate is to persuade them to buy; we call this "convert."

You may have heard "converting funnel" or "converting offer," this means customers are buying, and the affiliate is making cheddar.

Our role as an affiliate is to make people's lives better.

Your job will be to create a win/win situation for all the parties involved in the customer, the affiliate, and the company.

- The customer gets connected to the product or service that solves their problem
- You the affiliate makes profit
- And the company, traffic source, affiliate network all make money as well

Everybody WINS!

So what's the “back door”? The technical stuff is where most people fail. How does the money flow?

The setup is easier than you think these days. The "tech" is sophisticated and simple to use.

So here is an overview of how it all works:

1. **You get a unique tracking link** from each offer from the affiliate network or direct from the advertiser. You get paid when someone buys or converts on your link
2. **You can put your link into a tracking software.** The tracking of the conversions and other data will be complied for you. I will show you later on how to do this step-by-step

Affiliate Marketing Benefits



1. **You can make money while you sleep.** Pretty much every day for the last 4-5 years of my life, I have money coming in while I am sleeping.
2. **There is a lot of money to be made.** As I am writing this, my media buying team and I are the top earners on CLICK BANK which is an Affiliate Network.



THIS BUSINESS IS REAL AND
THESE NUMBERS ARE REAL, NOT A DREAM!

WEEKLY SALES SNAPSHOT

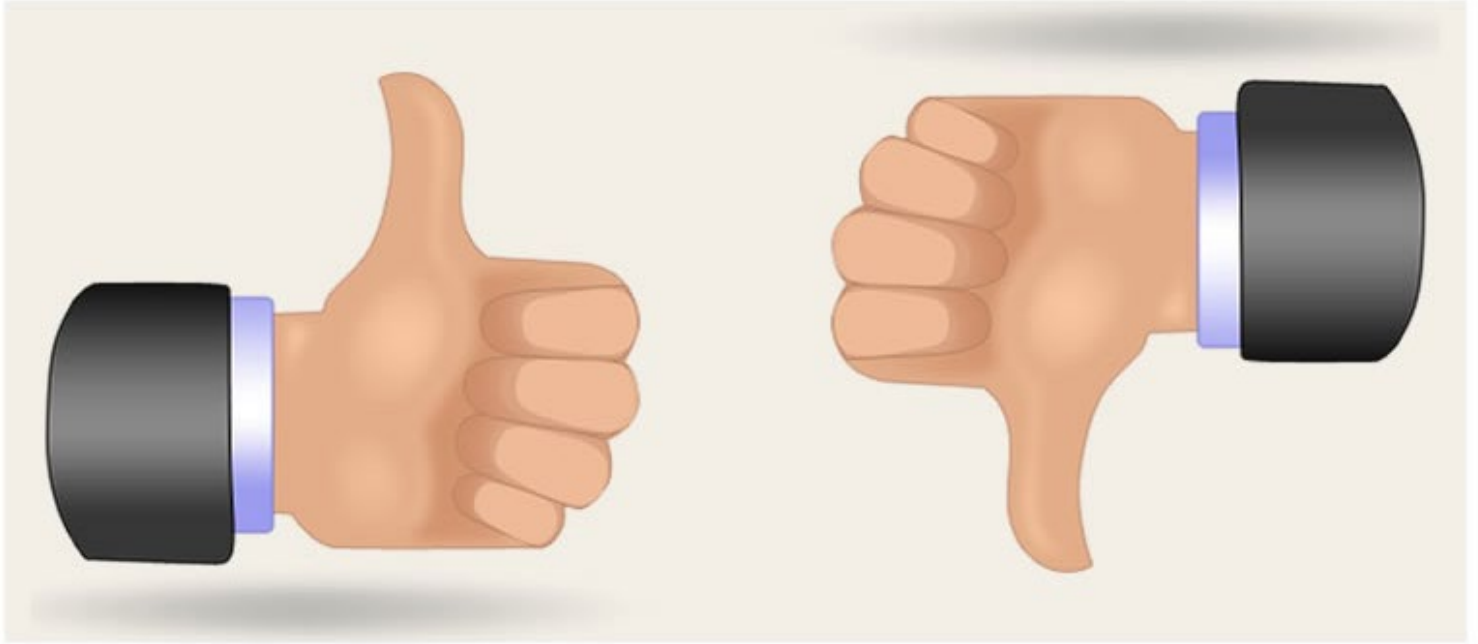
Week Ending	Gross Sales
2020-05-12 (current week)	\$51,464.41
2020-05-05	\$116,426.20
2020-04-28	\$112,579.59
2020-04-21	\$113,785.94
2020-04-14	\$68,491.27

DAILY SALES SNAPSHOT

Date		Gross	Trend
Fri	May08	\$18,568.91	<div></div>
Thu	May07	\$14,540.57	<div></div>
Wed	May06	\$18,354.93	<div></div>
Tue	May05	\$16,309.45	<div></div>
Mon	May04	\$16,493.52	<div></div>
Sun	May03	\$18,641.20	<div></div>
Sat	May02	\$11,576.22	<div></div>
Fri	May01	\$16,741.68	<div></div>
Thu	Apr30	\$17,588.60	<div></div>
Wed	Apr29	\$19,075.53	<div></div>
Tue	Apr28	\$15,812.42	<div></div>
Mon	Apr27	\$11,210.65	<div></div>
Sun	Apr26	\$21,115.21	<div></div>
Sat	Apr25	\$16,835.25	<div></div>
Fri	Apr24	\$14,693.92	<div></div>

- 3. **It’s not hard to get started.** All you need is a decent computer and internet connection, and some money for traffic
- 4. **There are no long-term commitments or contracts.** As I mentioned earlier you can join and leave offers as you wish, want to take a trip? Go ahead, you can pause and start a campaign whenever you want.
- 5. **This is as real as Marketing Training as you will ever get.** Once you learn the art of selling, copywriting, and persuasion, you can pretty much write your own checks to yourself and possibly use this as a stepping stone to even bigger things

Affiliate Marketing Downsides



1. You are Not building any tangible assets. I preach this to my team and on my [YouTube Channel](#) you need to create a sustainable business over time. With affiliate marketing, you connect the customers to the advertisers. Advertisers get the customer data, and you, as the affiliate, only get paid once.
Still, we teach you how to get paid repeatedly.

There will not be an “exit” check when you leave the business. No one will buy your company.




The fact is that affiliate marketing is a great business to make some cash and learn some skills, but in most cases, it should be a stepping-stone to bigger, more long-term things.

2. Campaigns can be hit or miss, and often unstable

WEEKLY SALES SNAPSHOT

Week Ending	Gross Sales
2020-09-29 (current week)	\$558.35
2020-09-22	\$3,449.66
2020-09-15	\$1,341.20
2020-09-08	\$0.00
2020-09-01	\$0.00

DAILY SALES SNAPSHOT

Date	Gross	Trend
Thu Sep24	\$42.72	
Wed Sep23	\$515.63	
Tue Sep22	\$780.38	
Mon Sep21	\$758.39	
Sun Sep20	\$922.27	
Sat Sep19	\$140.82	
Fri Sep18	\$517.58	
Thu Sep17	\$330.22	
Wed Sep16	\$0.00	 
Tue Sep15	\$62.27	
Mon Sep14	\$315.18	
Sun Sep13	\$234.60	
Sat Sep12	\$282.60	
Fri Sep11	\$142.43	
Thu Sep10	\$208.60	

We have had days where we make \$5-10K profit then weeks go by where we make nothing. There are a lot of reasons for this:

- The traffic source shut down your account, or the cost of traffic went way up
- The offer you were running gets paused
- Your campaign ad gets ad fatigue, or someone swipes your creatives, and all of a sudden, you are no longer profitable.

Many people can't handle the unpredictability of this business and opt for a more "passive income."

It really boils down to you in the end...

Would you rather make over \$1,000,000 in a year that is up and down all the time, or would you prefer to make \$6000 each month at a job passively?

That's \$1 mil vs. \$72K a year.

Don't let the passive allure blind you to the opportunity here.

3. There is a Dark Side to this business model

I am sure you have heard of online rip-offs, and overall, affiliate marketing doesn't have the best reputation.

There have been shady/dirty campaigns that make us all look bad.

Since this is a commission-based business, the affiliate will try and get every last bit of profit from a marketing campaign. You can promote legitimate stuff like Amazon, or products on Shopify, or custom hoodies on Teespring, or you can promote the other "questionable" stuff.

I know the feeling, like a fire hose in the mouth, but don't worry; stick with me, and this business will soon make sense.

Here is a Recap:

- 1. Affiliate marketing is a way to make money by promoting products and services for other companies on the internet.
- 2. Five parties are involved with this business model, the marketer, the affiliate network, the advertiser, the traffic source, and the customer.
- 3. The benefits of affiliate marketing are, low barriers to entry, incredible marketing training, and you can call you own shots, location, offers to promote, when you want to work.
- 4. The downsides are the learning curve, there are ups and downs, and there are shady things that go on in this business.

Next steps:

Learn more [about me here](#) and my full story at <https://marketingmeathead.com/brian-pfeiffer-marketing-meathead-story>

Memorize the definition: Affiliate marketing is the process of earning a commission by promoting other people's (or company's) products. When you find a product you like, promote it to others, and earn a piece of the profit for each sale that you make.



To Introduction

Chapter 2: Some Questions I get asked

Progress Bar



2. SOME QUESTIONS I GET ASKED

FREQUENTLY ASKED QUESTIONS



One question I will never forget is when I was speaking at the Ultimate Wealth and Freedom Event and some asked me "Is this stuff really real?" Well I guess coming from a newbie that is a viable question, everyone take a look at the world today, Amazon and Apple are Trillion dollar companies and they revolve around the Internet and digital marketing, the momentum is here the time is now to join - Brian

It's not uncommon to get information overload and "shiny object syndrome" in this internet information world we live in.

I often find myself sidetracked into another deal that looks promising.

I am sure you have some questions, and I will try and answer some of them now.

1. Has this ship sailed, and we missed the boat?
2. If Affiliate Marketing still Profitable?

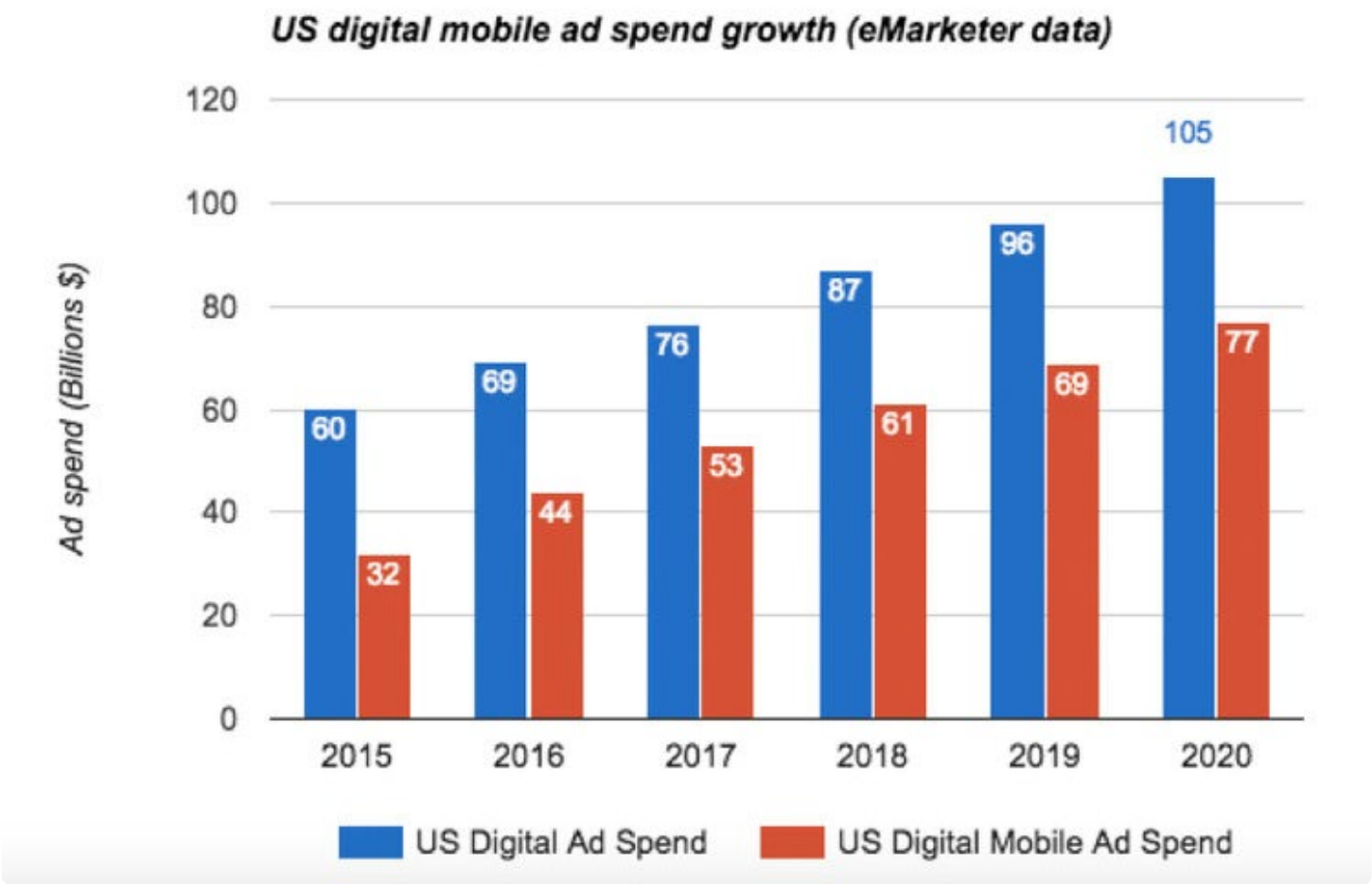


I questioned that back in 2014 when I had my first taste of Internet marketing, I remember someone leaving a post on Facebook saying, "you missed the Facebook ship that sailed." Not even six months later, we made \$100K profit in one month from Facebook Traffic!

This landscape changes and changes often. There was a time when there was a killer AdWords arbitrage that matured. We used to run dating offers and before and after images on Facebook, and that matured. In recent years, Pinterest, Snap, Tik Tok, and Instagram have become players for quality traffic.

Things changed when the iPhone came out, and eventually, the carrier services followed with better connectivity.

Take a look at this graph on digital spend vs. mobile ad spend and the projections.



NOT TOO LATE AT ALL

You are in the middle of the coming tidal wave. If anything, you are early to the party! Sure, you are not the first, but you can learn from the pioneers and focus on being better and more successful. If you have a positive attitude and a desire to succeed, and you will get there.

I am sure you have heard this before: "The best time to buy a stock like Amazon or Apple was twelve years ago." The second-best time is right now."

Was amazon the first website? Google came to life eight years after Yahoo. Remember Myspace? Facebook came along and crushed them.

In three years, they will be another round of affiliate marketers that will come into the pool and say, "man, I wish I had started in 2021."

- 1. I am a non-techie person. I do not have coding experience; is it possible to be successful in Affiliate Marketing??



I am personally not a coder. I know a little WordPress, and when I say a little I mean the basics, **but you don't need to be technical to in order to succeed.**

It's more about being resourceful and surrounding yourself with people who can do the stuff you don't know how to.

There are sites like [Upwork](#) and [Fivver](#) that can help you find people who can do the things you lack in experience and skill.

Don't get me wrong, knowing some of the technical stuff will speed up your learning curve, and necessary skills are easy to learn these days.

I have seen coders come into my world that knew how to code and build sites and couldn't get the affiliate marketing part.

Those are not essential skills in Affiliate Marketing.

Creativity, understanding the bigger picture, being able to Copywrite, and optimizing data are more important than coding.

And the good news, all the skills you need are teachable, and you can learn all of it! Some basic programming will be helpful here like PHP and CSS, but don't let that scare you. Getting an error on one of your pages and having to wait until your programmer comes online to fix it can be frustrating.

I like [W3 Schools](#) for Coding.

w3schools.com

THE WORLD'S LARGEST WEB DEVELOPER SITE

TUTORIALS ▾REFERENCES ▾EXAMPLES ▾

HTML and CSS

Learn HTML

Learn CSS

Learn W3.CSS

Learn Colors

Learn Bootstrap 3

Learn Bootstrap 4

Learn Icons

Learn Graphics

Learn How To

JavaScript

Learn JavaScript

Learn jQuery

Learn AngularJS

Python

HTML

The language for building web pages

LEARN HTMLHTML REFERENCE

HTML Example:

```
<!DOCTYPE html>
<html>
<title>HTML Tutorial</title>
<body>

<h1>This is a heading</h1>
<p>This is a paragraph.</p>

</body>
</html>
```

Try it Yourself »

Usually I can figure out what I need there and You Tube often has answers when needed.



1. How much do I need to get started?

When I first started, I was - \$89K in credit card debt and sold my entire retirement savings to buy courses in real estate, network marketing, Affiliate Marketing, and all kinds of software that I thought could help me get to the next level. (We mentioned shiny object syndrome in the introduction section)! Every month I would barely get everything paid and would sit in front of my quick books screen and take a big sigh of relief that I made it through another month.

I didn't have money to invest in Affiliate Marketing, but I didn't let that stop me. I hustled and worked a ton of hours but managed to have a small budget to start a hot campaign. One of my mentors showed me. My excuses didn't stop me. I knew I needed to get something else going to get out of this insane amount of debt.

Being upfront with you:

I would recommend a budget in the range of \$500 to \$1k a month

You will likely need to have a fast server, a spy tool, and possibly a tracking tool. Later I will need to go into tracking.

The good news these days is that Facebook, Google, Pinterest, etc. have advanced tracking, and you will not need any third-party tools. The more you can invest, the better and likely, the quicker the results.

With money, you can **buy data** and get answers quicker on what is working and what is not. If you don't have enough money to get started, check out my YouTube channel, I put money-making videos out all the time.

Consider a second job, freelance, borrow. If you want it bad enough, "Do whatever it takes!"

"Where there is a will, there is a way."

I have seen people give up after they lose \$500!! These are the same people who spend \$10k a year on college and still don't have a career lined up. Affiliate Marketing is low risk compared to that and trust me; I lost \$125K in a failed party bus business, real-life brick and mortar businesses are a lot riskier than this.



1. What kind of Money Can An Affiliate Marketer Make?

I am a business owner and have been for close to twenty years, and if you ask me how much I can make, I will tell you as much as you want.

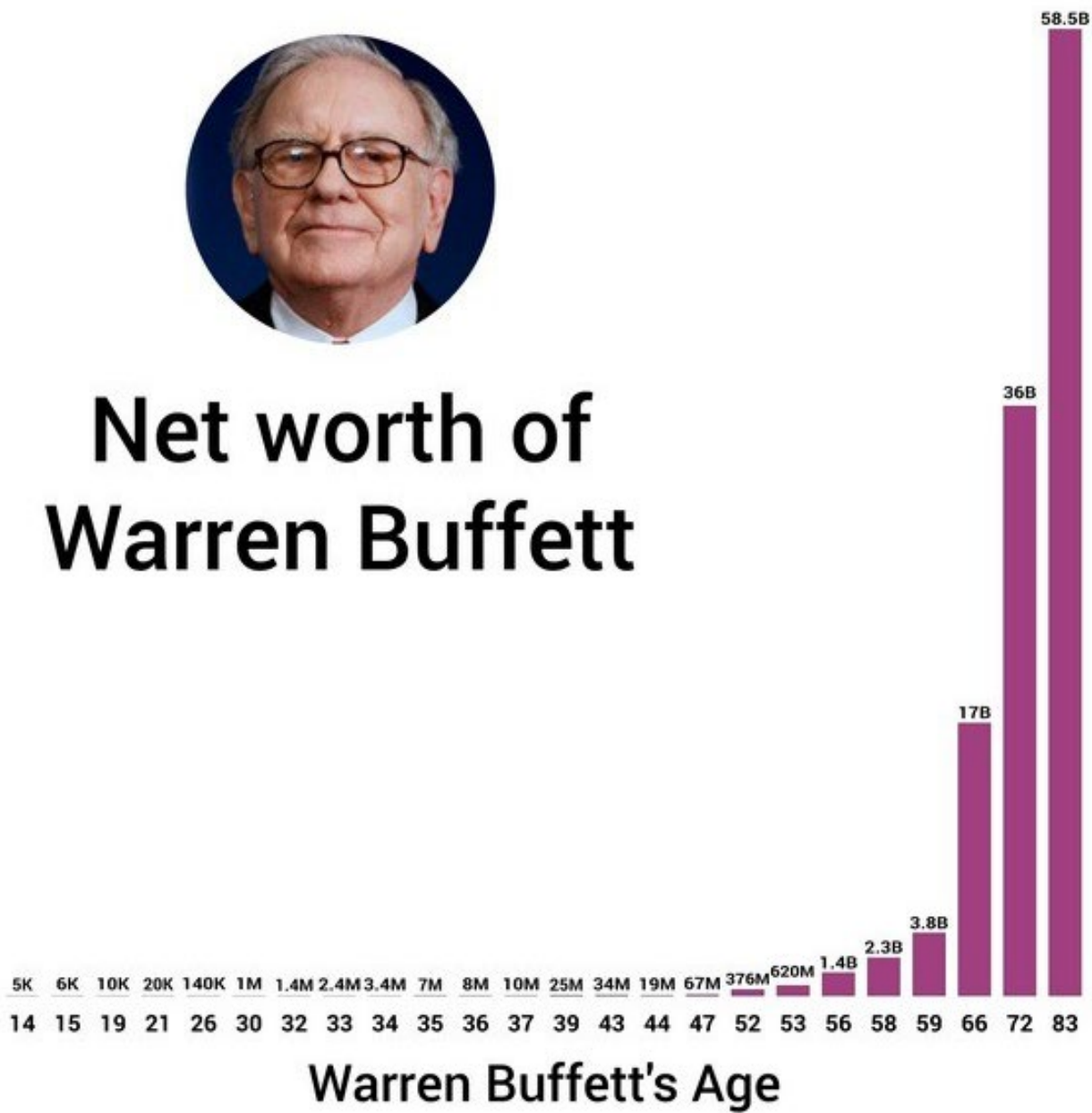
Once you figure out the formula of business or Affiliate Marketing, we like to call it "cracking the code," then the sky is the limit.

The most profit I ever made in one day was over \$10K. But I know some affiliates are making \$100K or more a day, but that is not common. That person or company is in a boom period on a hot campaign and scaling. I would compare \$100K a day affiliate to the Tesla of the real world.

Many factors go into an affiliate's income, but realistically \$10-30K a month full-time with some experience would be a good number for your goal.

You may have heard the term "Super Affiliate." I think that title goes to people profiting more than \$1 million in a year. I have come close but haven't hit that yet, but I plan to soon.

5. How Long Will It Take to Be Successful?



dadaviz.com

There are too many factors to answer this exactly. I have seen students come in with the tools we give them, and they become successful in a couple of months, others it takes longer.

Here are some key factors to consider when looking at success rates.

1. **What kind of capital do you have to invest in campaigns?** As I mentioned above, the more money you have to invest, the better. More investment means buying data quicker; it means better tools, trackers, spy tools, etc. It can also mean you can attend more events and masterminds and get specialized knowledge faster. (I will talk more about this later).
2. **What are you bringing to the table skill-wise?** I have a background in promoting, which was helpful in my journey. One of my media buyers knew some coding, WordPress, and Photoshop. That same guy grew up in Bulgaria and wasn't great at English, making copywriting difficult. I would proof his work, and the ideas were there, but the words were incorrect.
3. **Do you have help or the ability to get help?** Hiring people to do the stuff you don't know how to do well will speed up the process. Meeting people in forums or local meetups can also help.
4. **What is your work ethic, and how devoted are you to this?** Everyone is busy these days. I think I am busier than ever personally, but somehow; I own seven companies and have a team of 4 full-time media workers. I work into the wee hours of the morning usually because that is when I can write stuff like this guide and do "deep work" when my phone is on silent. It boils down to what you are willing to give up to make it happen; lose the video games or the drinking nights.

I have made a lot of sacrifices, and that is paying dividends today!

Don't forget your health. Through all this, I still maintain my physique, cardio when I wake up for 50 minutes, gym 4-6 days a week for 1.5 hours plus.

Sleeping is critical, as well. I strive for 8 hours a night, 7 hours I can live with but 6 hours I am tired all day. Not sleeping well and not working out, at least for me, would be defeating the purpose of all this. Who wants to look and feel crappy? Not me, no thanks! My father used to say, "If you don't have your health, nothing else really matters," so keep this in mind with your hustle and work schedule.

I love the analogy of a Jet Airliner taking off. You need to give it full throttle and burn up those engines to get it off the ground. Just like any business, in the beginning, the early stages will be a "bitch," and then once you are up and running, it takes a lot less fuel and energy to smooth sail in the sky at 30,000 feet.

6. SO HOW BAD DO YOU REALLY WANT THIS?



Have you ever been to your local gym or fitness center the week or month after New Year's Day? The salespeople at Las Vegas Athletic Club are breaking records with sign-ups in January.

The gym is so freaking crowded, sometimes I can't get a spot in the parking lot until February rolls around and things go back to the way they are the other eleven months of the year. What happens is everyone makes the ole "New Year's Resolution" to lose weight, and that first month of the year they are "gung ho" and then life gets in the way – those workouts are hard, my body is so sore, blah blah blah. I have heard it all over and over again.



This ultimate guide is for the 1-3% of you who work like me year-round and do not have excuses. Nothing changes with my workout routine on January 1st. I usually set a few realistic business goals like learning some skills, better investing, etc. but realistic and achievable over an entire year.

If this is you the 1-3%, then let's move on.

7. What about borrowing money and credit cards?



Spending money you don't have can be risky, but one campaign brought me back from \$89,000 in debt.

I was walloped business-wise in the 2008-2010 recession and found myself living far beyond my means. I had a hefty mortgage and yacht in Chicago, a 46 ft. Sea Ray that had many expensive issues; long story.

Things were looking bleak for my finances. Had I not hit that first big campaign, who knows when I would have come out of the black hole of debt.

So here is the best advice I can give. If you are running a profitable campaign or close to break-even, buying more data on a credit card might get you to the promised land.

If you are spending foolishly and don't know what you are doing, the conversions are not firing in, then going into debt on a credit card is not the answer. Use money you have earned in order to "test" your side- hustle.

You will likely be more cautious with those funds than just tossing down a credit card.

8. What Skills Do You Need to Be a Successful Affiliate?



Here are some good ones I have found to be useful for decision-making and problem-solving.

- People Skills
- Data Analysis
- Money Management
- Creativity
- Marketing
- Technical
- Leadership
- Productivity

9. Are All Affiliates Shady?



When you say Affiliate Marketing, some people immediately have a stigma attached to it, sort of like network marketing.

We have all seen those "Diet Pills" and "Garcinia" ads that promise incredible, life-changing benefits.

There was a time when the early internet was running rampant with this kind of stuff, but these days most of the reputable traffic sources like Facebook, Google, etc., have very tight rules against the "shady" stuff.

It's still around on less popular traffic networks, but that doesn't mean you have to run it. Sure, there are shady people in this business and every business for that matter.

My stance on this is that I believe in Karma, and what goes around comes around. There are plenty of ways to make money in this business ethically, and that's the side I like to stay on.

Here is a Recap:

Here is a Recap:

- 1. The best time is right now to start Affiliate Marketing.
- 2. There is no timeline for your success. It's 100% dependent on you and your work ethic.
- 3. Patience is critical; spending money you don't have is never a good idea.



Chapter 1: What is Affiliate Marketing and Why?

Chapter 3: Business Mindset for Success

Progress Bar



3. BUSINESS MINDSET FOR SUCCESS

MINDSETS TO AFFILIATE MARKETING SUCCESS



This is not a get rich quick scheme or network marketing this is your own business and as I have already shown it can be extremely lucrative. Most people fail because they don't take any action you have made it this far so I know that is not you. This is a process and once you master the process you will have success that simple - Brian

These days, it's common knowledge that you need to have a strong mindset to be a life-long entrepreneur.

It's natural to see a successful guy or gal in any industry and say, well, he or she started with this or that. I started Affiliate Marketing with \$89K in credit card debt and almost no technical skills. I did have experience promoting events, which helped, but I wasn't sitting on easy street by any means.

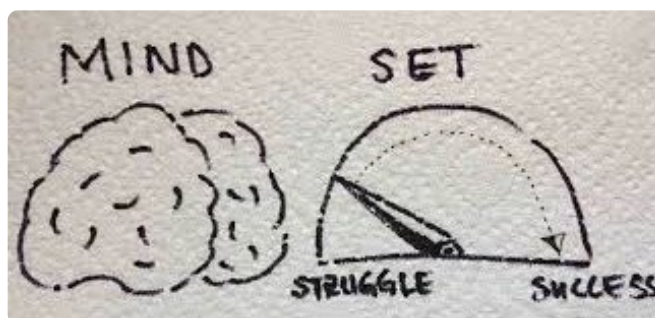
I have seen guys that could have crushed this business with:

- Money to Invest
- Great Technical Skills
- Connects to the right people and mentors
- Strong Drive and Work Ethic

So how come they didn't make it? The only answer here is a weak mindset.

We have all seen examples of sports teams that have incredible talent, and then they get beaten by the team with way less talent, this is the mindset factor. The talented team choked under pressure, and the underdogs won; this happens a lot.

Think of being a king in a den of thieves.



Den of Thieves is a fantastic movie. If you haven't seen it, you should. It is twisty and intense throughout, then in the end; it's a complete shocker. Who ends up on top???

You have to know how to navigate this jungle with your mindset to win. I know you are motivated now, but what about six months from now? You will likely lose money, trying to figure out Affiliate Marketing. I have lost mid-five figures before we hit gold. I didn't have the skills it takes to be successful when I started. I am still not super technical, and I haven't mastered Photoshop yet, but I will someday. I know how to hire and surround myself with the right people and get them "on my bus."

If you haven't read the book *Good to Great* by Jim Collins, I suggest you put that on your reading list. You will understand what I mean when I say, "I get the right people on my bus." Along the way, I put several of the wrong people on my bus; hiring wrong has cost me time and money. The key takeaway here is that when you have the wrong person on the bus, you need to push them out the door quickly.

When you have the right people on your bus, make sure they are happy and keep them riding along.

I am not super technical and lack some necessary skills to be successful, and I am one of the top affiliates in the country that should tell you about my mindset. It's like a rock. I have that killer instinct that I will not give up until I succeed. So, the good news is here, if you don't have the mindset you need, I can teach it, and you can gain that as a skill.

Mindset #1 Failing Faster Will Get You Success Quicker

Online marketing isn't my first rodeo. I have started other businesses, some have done well, and some have not. Usually, based on my experience as an entrepreneur, when you realize something is not working or worth your time, it's better to cut it off abruptly, take your losses, and move on to something else.

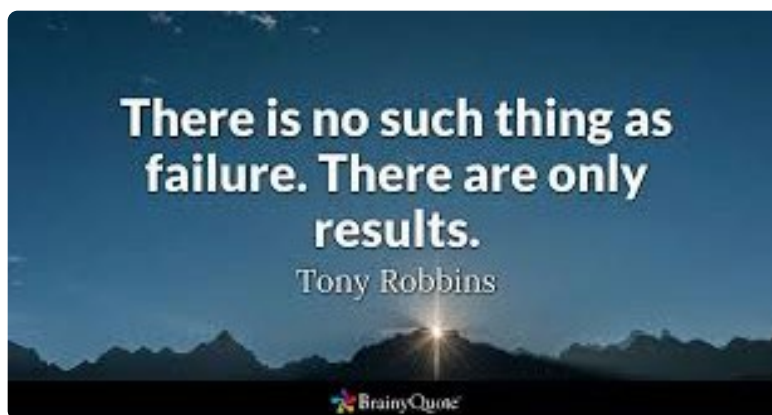
For example, in 2012, I started a party bus business. I ran it for about three years, but the company never really made any money, and I certainly was never able to recoup my initial investment. Now don't get me wrong, I had some profitable months. Inevitably a party bus would have a breakdown on a weekend when 95% of your revenue comes in on the weekends, and if you lose revenue on the weekend, you are likely going to lose money that month.

It was never-ending with these older buses, break downs, drunk customers breaking stuff, drivers complaining, you name it. Once I realized the business was failing, I sold the buses for losses, the digital assets liquidated to a buddy, and I moved on with a considerable loss. But through this three-year debacle, I learned how to buy Google ads, do some search engine optimization (SEO), and generate leads online from Yelp and Facebook. My party bus loss was the beginning stages of my mindset that you could create business pretty much out of thin air on the Internet.

I had learned skills like buying traffic, writing copy, images, video, etc. I had no choice to keep leads coming in, or people weren't getting paid, insurances would lapse, etc. You can study until the cows come home, but real education comes from walking the walk and doing the skill. You won't learn this stuff based on theory and studying alone. Running a campaign takes skills, and skills are learned, practiced, and improved over time.

More than likely, you will lose money because your campaigns will suck in the beginning. My first YouTube videos were horrible. Still, over time, after a couple of hundred or so, I am better on camera and enjoy going on camera now. You want to fail fast because you will know what doesn't work, and you will be able to find the gold quicker. Plan on taking action, sucking in the beginning, and improving from there. The main thing is you take massive action. Most people don't even get that far.

Mindset #2: You are one campaign or funnel away



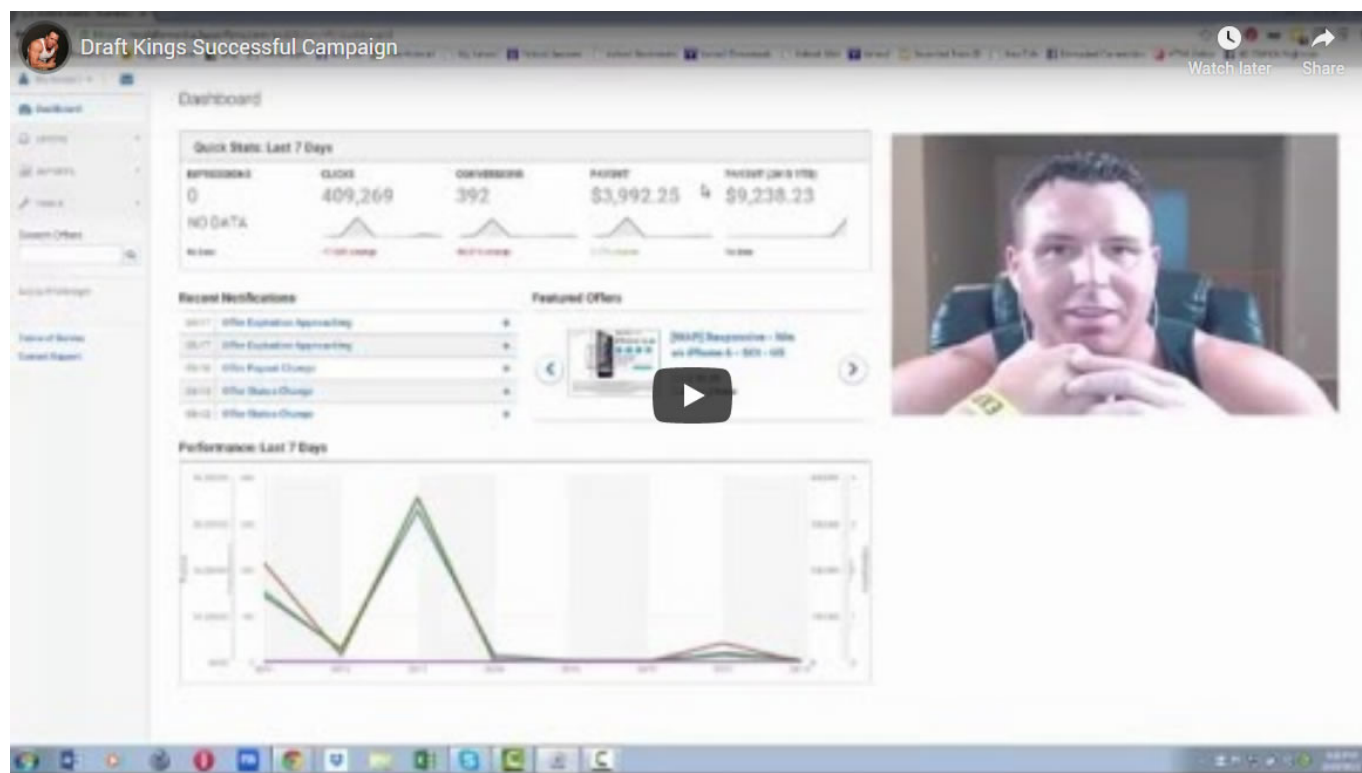
No one keeps track of your failures. My first campaigns all lost money until one opening football weekend when I hit it big with the Draft Kings app on mobile installs.

Based on my mentors advice, I had already wired a decent amount of money to my [EXO Click](#) account (Traffic Source You Have to Wire Money to Overseas) just in case I hit something.

I did this because I believed in myself and the mentor.

Sure enough, this app was paying \$10 an install or something close to that, and it was converting like crazy. I want to say I made about \$10K on a \$5K spend that weekend, so about 100% return on investment (ROI).

Here a video on this..



I know that the \$K I made was not life-changing money, and they cut the payout the next week, but it did pay me back for the mentorship I bought overnight. Later on, that year, I hit the big one that made almost \$100K profit in a month and wiped out my credit card debt in less than 30 days. Now for me, that was life-changing!

You are one campaign or one funnel away from the life you want.

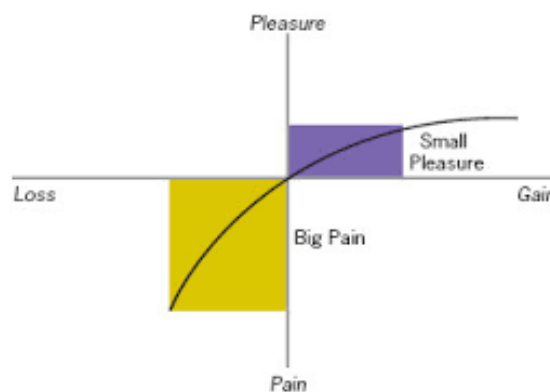
Mindset #3 You Can't be Afraid to Lose Money



I hate losing money, we all do, but there is no way around it in this business. As I already mentioned, I have been down low five figures before I found the winning ad set.

There are start-up costs in any business, servers, spy tools, trackers, and of course, traffic.

Understand that it hurts more to lose \$100 than it feels good to make \$200, a psychological principle called "loss aversion," a tendency to strongly prefer avoiding losses over acquiring gains. It is in our DNA to avoid risk.



So, how can we overcome this?

You have to have money put aside, a.k.a start-up money or seed funding. Just like in any business, you need to plan on an initial investment to buy the data. Without data, you don't have a business.

People spend \$20K-\$100K for a college education, but that does not guarantee them a good job. I'm not sure why anyone would complain about dropping \$1-2K on trying to get a campaign to work. You have to look at your risk vs. reward ratio and not at the money. The money is a business investment; once you put it aside, you need to detach yourself from it emotionally.

Mindset #4 Patience is Key

We mentioned this earlier, and it is worth mentioning again. There are ups and downs in this market.

There was a stretch in 2018, 2019, and even in 2020, when Facebook has issues with Congress, privacy, and a political scandal, making it nearly impossible to run our working campaigns for a few months. We hung around, testing and playing the waiting game. Usually, later in the year, Facebook's stock falls as earnings and users were down. When Facebook loosens up, we come in and "clean up." Then we go back to \$100K months!!



I am sure you heard the analogy of a Bamboo tree. In the early years, nothing happens. You water it, but you don't see anything pop out of the ground, then all of a sudden, they grow up to 80 feet in a single year.

A similar scenario happened to me in 2018. I had to keep the team afloat with my other businesses, and we had nothing good working, accounts were all disabled, and we even lost almost all the business managers.

Then it was like overnight, the good ole days were back, and \$100K months came along again!

In the down times, when things were not working, I told my team to try other traffic sources like Pinterest and Google to improve their skills. When it came back around, we were better, more skilled, and crushed it.

Mindset #5 There is No Going Back

Once I embark on a journey, there are two outcomes, either I kill it and make a lot of money, or I fail and fail quickly and move on quickly to another opportunity.

It would be best if you adopt this mindset from day #1. I have seen so many people say they will do this business and "try" Affiliate Marketing and never take any action.

It's okay to lose money on campaigns. It's okay to fail on campaigns. I can say I have had more losing campaigns than winning ones, but the winners make up big time for the losers.

I was in a situation when I started this business where I was in huge credit card debt, and the business I was in was seasonal, and I was at the beginning of the slow season. With the credit cards maxed and no reserves for food, I had to succeed; there was no option. Money was not going to come in for about four months, rent, loan payments, etc., were coming in like clockwork, so for me, it was eat or be eaten, and guess what, I am still here.

You can't half-ass this either "you go big or don't go" – Grant Cardone

Here is a Recap:

1. It only takes one winning campaign to change your life. **Failing over and over doesn't matter.**
2. Going all-in is your only option if you want to succeed.
3. You need to check your emotions at the door, detach yourself from the start-up money, and understand you are collecting data.

Chapter 2: Some Questions I get asked

Chapter 4: Affiliate Networks

Progress Bar



4. AFFILIATE NETWORKS

AFFILIATE NETWORKS



One of the biggest keys to my success has been the quality affiliate networks I have worked with. When you get a great Affiliate Manager and a Great Affiliate Network you get the cream of the crop offers and cap so you can run them - Brian

Most of the time, you will be working with affiliate networks to find offers for campaigns.

I recommend starting with affiliate networks instead of going to the source, also known as the vendor. A couple of reasons for starting with affiliate networks are dealing with one place for technology, tracking, payouts, etc. If you have many different companies with unique systems and payroll software, running campaigns would be more complicated than necessary.

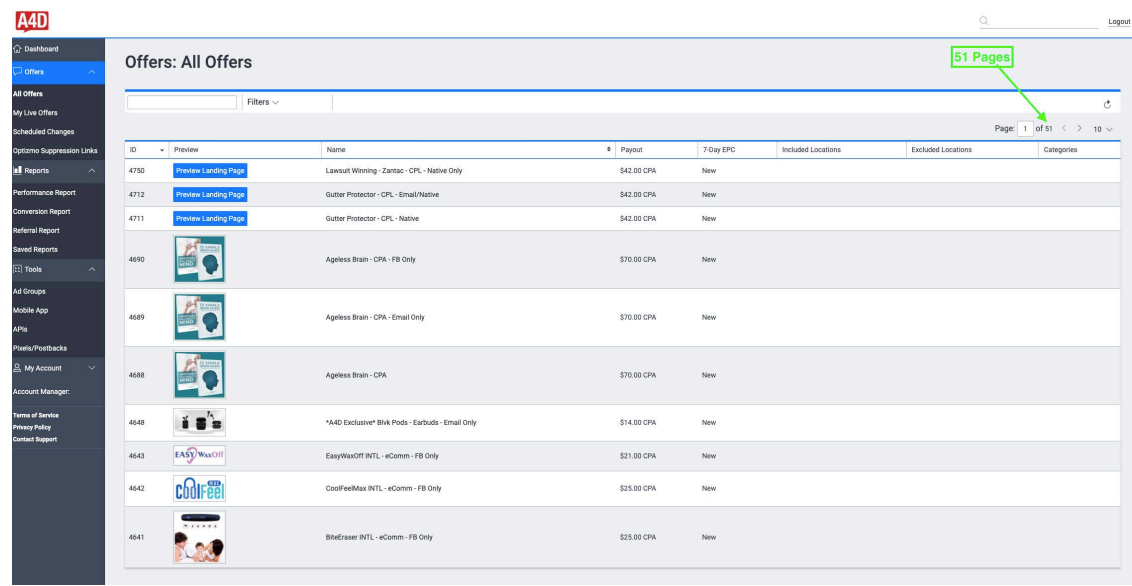
In the end, it would take away time that you should be spending on marketing and buying traffic.

So Here is the Good News

These affiliate networks are market places full of offers.

You have to log in to the network site and bam 100's if not 1000's of offers to market.

Here is a sample screenshot inside my A4D back office



There are 51 pages of offers to choose from, and this is just one network! Get approved in the network, apply to run the offer, get your unique link, and the business is live. But wait, the news gets even better.

The Affiliate Network world is ultra-competitive, and there's some heavy competition to get the best advertisers and top affiliates.

They will invest in your success and get you prime offers and creatives that might not be available to newbies.

Here are a handful of networks that I use regularly:

A4D MUST USE DES REFERRAL CODE: 2609 for likely acceptance.

Common Acquire

Verve Direct

Max Web

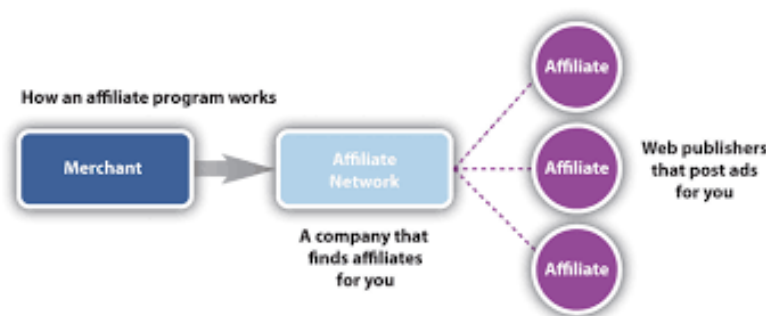
Digi Store

Optimize 2 Convert

Giddy Up

We will revisit what to expect from an Affiliate Network later in this chapter.

Benefits of Working With an Affiliate Network



You get an affiliate manager to help you find converting offers; you get a quicker payout, get pay bumps, and help with technical issues.

You get to pick from 100's if not 1000's of offers and all sorts of verticals.

If you don't want to run an offer anymore, you simply stop and start working on another.

Here is my take on why you will want to use an affiliate offer:

1. **They can get you specialized information** on offers that are converting on their network and possibly some creatives to help with the setup.
2. **They can help with quicker pay outs.** When you hit a campaign, typically cash flow will become an issue, and they can speed up payouts. Fast payouts have kept me afloat multiple times.
3. **They take some of the risk out of working with advertisers or vendors.** I have been stiffed by an advertiser before; they did not pay me what they owed me. In most cases the Affiliate Network will pay you even if they get stiffed.

The main issue is they are taking a percentage usually in the range of 10-20% of the conversion payout.

You have to look at it like this especially as a newbie, the Affiliate Network will save you a lot of time and money, better insight on converting offers, knowing you will get paid etc.

One question I get often is, "Should I just try and go direct to the advertiser and make 10-20% more?" Whoa, hold your horses.

Running direct to the advertiser is a risky business. Most advertisers are on a NET 30 payout, and it may even be longer than that.

Having secure steady cash flow is much better when you can get bi-monthly, weekly, or even daily payouts. If you are staying 100% focused on your campaigns, you will get profitable faster, make higher profits, and have campaigns last longer.

Running direct is risky business, most advertisers are on a NET 30 payout and it may be longer than that. Having secure steady cash flow is much, much better. If you are staying 100% focused on your campaigns you will get profitable faster, make higher profits, and have campaigns last longer.

4. **Running Direct** instead of with an Affiliate Network

In 2016, I was killing it with student loans, and I was trying to get higher payouts out on a pay-per-call campaign (PPC).

I found a direct advertiser through a Facebook group and received a nice higher payout with weekly direct deposits. Around New Years, I remember him falling a bit behind on paying me.

Next thing you know, he was \$18,000 in the hole with me, and I never ended up getting paid. Talk about getting stiffed!

I tried lawyers, collections and even had one of my UFC buddies, a 6'2" well-built dude with a mohawk show up in a tank at his house in Orange Country. Nothing worked! I still haven't seen a dime of that \$18K.

I had had cases more than once when an advertiser stopped paying the Affiliate Network, and in the end, the Affiliate Network ate the loss but still paid me.

At this stage of this journey, I would stick to Affiliate Networks. If you hit some big campaigns and are profiting four figures plus a day, consider going direct, but remember the risks I have explained above.

I would consider myself a super affiliate, and I still run with almost all Affiliate Networks.

More About Affiliate Managers

I mentioned some of these already:

- They can get you increased payout or pay bump as we call it
- They can give you insider information and industry insights
- They can help with technical issues
- They can give you special advice based on your situation
- They can give you offers that are not publicly available

Let's talk about the pay bump.

Most party most offers are on multiple networks around and you can do a little research on offervault.com and which networks have certain offers.

In many cases, we have found that Network A is paying \$32 for the same offer that Network B has for a \$35 payout.

Oftentimes, you can ask them to match or make sure the offer is, in fact, the same advertiser, landing page, etc.

If you are a good affiliate, they will likely want to maintain your business and "work with you" to compromise.

Just keep in mind there is almost always some "negotiation" room.

Don't expect bumps if you are a newbie, but it never hurts to ask.

Next, is my personal favorite. When my affiliate manager gives me a tip on a hot offer and we go on to crush it, It's a great feeling, a win for all of us, the affiliate manager, the advertiser, and me!

Are you seeing how this can benefit everyone?

The managers can be your “insider” as to what’s going on in the industry.

They will know what your traffic is like and offers you have done well within the past.

An offer may be “Hot” on the network but not for your type of traffic.

You must follow the rules with every offer. Part of the affiliate manager's role is to ensure you follow the rules and not do anything illegal.

They will be checking your campaign and traffic quality and be the liaison between the advertiser and you.

Always remember, they are making money off your conversions and ultimately want you to succeed.

It's as simple as this, the more money you make, the more money they make!

These are some things you should expect from your affiliate manager:

- Easy to get a hold of via Skype (we use SKYPE in the affiliate world)
- Honesty and Transparency
- Tips and tool suggestions on what you need to do and use to succeed
- Technical help with postback URLs and Pixels
- Advice on improving campaigns

If you are not getting all these, don’t hesitate to ask for another affiliate manager. Your success depends on this relationship, just email whoever is in charge of the network.

Here are my 2 cents, not everyone gets along perfectly. If you feel like you need a change, then ask. I have had affiliate managers who were terrible at responding but gave me offers that we crushed \$\$ wise. You have to ask yourself what is important to you?

Things to consider with building this relationship:

- Always treat them with a certain level of respect. Typically they reciprocate.
- Try to meet them face-to-face at one of the various affiliate conferences around the world.
- Try to get information about their lives outside of work and talk to him like you would with a friend.
- Consider sending them a gift or a card on a holiday or birthday just like you would anybody you care about; stuff like that goes a long way most of the time. If you do a lot of business with them, they'll probably send you something around the holidays/birthdays as well.

Make sure you read a copy of [How to Win Friends and Influence People by Robert Cialdini](#). Use some of the tactics to improve relationships with your affiliate manager and other affiliates.

Learn more about the [books](#) that helped me along the way.

What makes a good Affiliate Network versus a bad one?



Sometimes there is a considerable difference in networks.

There are hundreds of Affiliate Networks out there, so how do you know which ones to choose?

You'll probably hear of individual networks having higher payouts or exclusive offers, but there's a lot more to it than that. Below are examples of why they are different.

1. Exclusive offers / Specialization in Verticals

A lot of networks specialize in different verticals like mobile, or app installs, or gambling.

Suppose they happen to specialize in the particular vertical. In that case, you want to run, and there's a reasonably good chance they may have exclusive offers or be able to potentially get you a higher payout because of their relationship with the advertiser.

Typically, the best Affiliate Networks have several verticals they're strong in, and what I've learned over the years is that generally, they have a few offers that are their bread and butter.

Often, individual Affiliate Managers (AMs) are more well-versed in specific verticals on that particular network.

When you first sign up, consider asking if they are a specialist and at app installs if that's what you are looking to do.

You want to get all the possible things correct from the get-go to improve your chances of success.

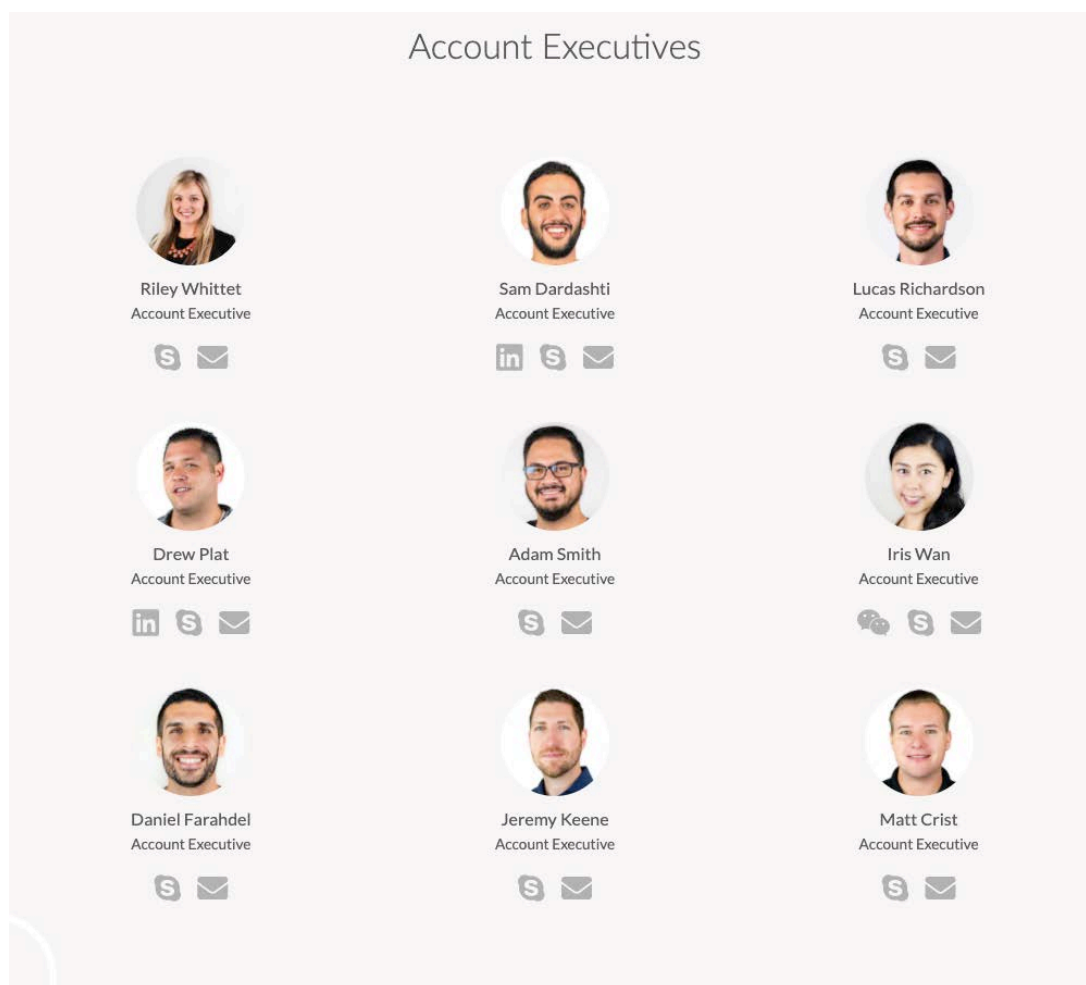
2. Higher Payouts

You could generally be talking a difference between \$20 and \$21 on a pay-per-call campaign when I mention higher payouts.

One trick that I have learned, some Affiliate Networks have a lot better converting offers even if it's the same offer than others, or in some cases, they may be scrubbing the leads and decreasing your conversions.

I have caught that happening before, so it's always good to test one against the other even if the payout is lower, it may convert better.

3. Affiliate Managers



Like in any business, there are people with a lot of experience and some with minimal experience.

Some AMs have been around for a long time and understand the game. Knowing the ins and outs of online marketing makes a huge difference in my business.

Some of these companies hire people who are just fresh out of college. They don't know what they're doing, and if anything, they might hurt you more than helping you.

Keep this in mind as you gauge the experience level with your affiliate manager initially, never be afraid to ask for another affiliate manager but getting one with a lot of experience is a considerable advantage to help you in the long run.

4. Reputation

I would ask around the industry about a particular Affiliate Network if you're unsure if they are legit or not; there's always a possibility that they stiffed someone in the past, and you don't want this to be you.

For the most part, if you're dealing with networks that have been around for a long time, they have a fairly good reputation, pretty safe to work with, and will probably help your business over a long period of time. You can always check the reviews of an Affiliate Network at: [Affpyaing](#)

Reputation is important, so do a little research online with some Facebook groups like mine. [Brian's Facebook Group](#).

Quick story... one time, we promoted an eCommerce CPA offer for an Affiliate Network out of Israel. We were getting a \$20 payout approximately. The customer thought they were paying \$20 for their initial sale.

They ended up getting billed way more than that plus reoccurring charges and other BS, so technically I was running an offer that was pretty much a scam.

The only way we caught them was that we went in and purchased ourselves on one of my credit cards and went through the funnel. I would recommend doing this on all the offers you run. Keep that in mind that some of these Affiliate Networks might have scam offers, and if you are running them, you could be dealing with the FTC at some point because you're the one running the traffic!

5. World Wide Presence



Affiliate Marketing is a 24/7 worldwide business. I run offers in Australia, Europe, Mexico, Brazil, and New Zealand.

Something to consider is Affiliate Network is our ability to advertise globally. In some cases, you may find that offers might not convert in the United States, but they crush it in another country.

In the beginning, I would focus on English-speaking countries until you get the hang of this business, and then you might want to consider some of your creatives in another language.

Individual Affiliate Networks might not be strong in other countries; others may be amazing.

Start by building a relationship with one or two, then go from there as you progress this industry.

In the story above, you can see that it's not easy to tell if an Affiliate Network is shady. We went above and beyond, purchased the product, and uncovered what that Affiliate Network was all about.

It would be best if you did some research first. Below are some things to consider before applying.

- Does their website list the affiliate managers? Are they findable on LinkedIn, Twitter, and Facebook?
- Check the forums and Facebook groups; ask around to other affiliates about their reputation.
- Find out if they have a physical location and if they are registered in that country to pay taxes.
- How long has the company been around?
- Can you tell if the affiliate managers are happy?
- Ask about the culture of the company. Again, this is a 24/7 business, and if you got people who are only working 8am-5pm, and they are impossible to get ahold of after they leave work, it might not be the best fit for you.

Remember: The Affiliate Network is your business partner, and you need to get to know them before you work with them.

Application Process and Getting Approved

Applying to a network will not always get you accepted; rejection might come as a bit of surprise to you, but it's not that easy to get accepted into these Affiliate Networks.

I used to think the same thing, why wouldn't they want me, I spend money, and they make that money.

There are bad Affiliate Networks, as I mentioned earlier, and there are rules for every offer; maybe a specific offer is not supposed to run social traffic or exclude networks like Facebook.

You go out and run Facebook traffic to an offer, and somehow, they find out. In that case, that gives the Affiliate Network a black eye with the advertiser.

Let's Take Your Marketing To The Next Level

STEP 1

STEP 2


STEP 3


*Required Fields


First Name*	Last Name*	Primary Phone*	Phone Type
<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>	<input type="text" value="Enter Primary Phone"/>	<input type="text" value="Main"/>
Company Name*		Website	
<input type="text" value="Enter Company Name"/>		<input type="text" value="Enter Website URL"/>	
Email Address*	Screen Name	IM Service	
<input type="text" value="Enter Email"/>	<input type="text" value="Enter Screen Name"/>	<input type="text" value="Skype"/>	

☐ By registering you agree to A4D's [Terms and Conditions](#)

CONTINUE







You might ask why they wouldn't want specific traffic. Potentially the advertiser may have an in-house team, and they run their own Facebook traffic. They might want you, the affiliate, to run other traffic like native ads, to give you an example.

Another thing to consider is that these affiliate managers have other affiliates. They only have so much time and energy in a day to work with affiliates, especially new ones.

Imagine an affiliate manager out there working with a guy like me who spends \$200,000 a month regularly. Do they have a bunch of time to devote to someone who might only have a thousand-dollar budget a month to spend?

Which affiliate should the affiliate manager devote their time to?

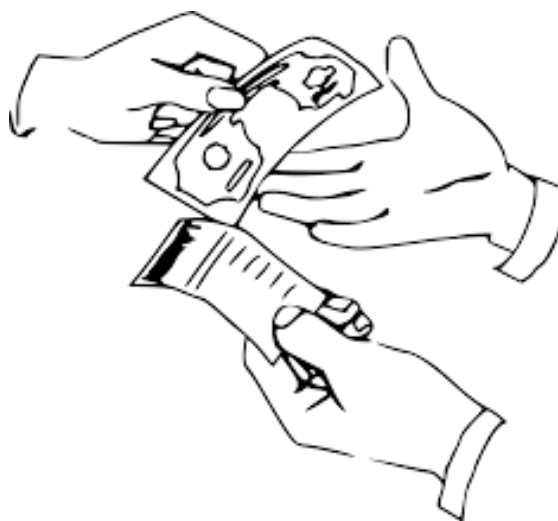
These AM's are in the business to make money, and if you make that money, they're more likely to work with you.

They're going to want to know your budgets, your traffic, and your experience level in the beginning.

Expect an interview process and be prepared with proof that you are a real affiliate and a genuine affiliate in the industry.

If you're a newbie you might want to start on networks like ClickBank, you don't have to go through an interview process.

For the record, in all 2020, my team and I are pushing \$3 Million in sales on ClickBank, so don't let these gurus tell you ClickBank is garbage.



Some common questions include:

- What traffic sources are you using?
- What's your monthly advertising budget?
- What offers are you currently running?
- What networks have you run before or currently? Will you need Proof?
- Do you have a website for your company? (You will need this)
- Do you have a team of people?
- Do you have some examples of some landing pages you've run in the past?



Usually, after you apply, there's a little bit of a waiting period, sometimes two to three days, maybe up to a week.

FOLLOW -UP

If you haven't heard from them, wait at least one day before you contact them. They want to make sure you are a real person. They do get a lot of junk. Another piece of advice is if you have a company website, which you should have, make sure you have an email that is NOT a gmail.com. For example, www.surrealllc.com is my site, my email is brian@surrealllc.com



The network will want to make sure you're a real person with a legit company. They take this business seriously.

You're going to want to have an LLC and an EIN in the United States, which is a tax number for businesses. There are other reasons to have an LLC. I would get this from the outset. They will also want to see proof that you work with other affiliate networks. Usually, a screenshot of a campaign will do.

This first one is the hardest one to get in, but once you get that one under your belt, then you can use that as leverage to get into more.

So what happens if you get rejected?

I wouldn't worry about this too much; there are so many Affiliate Networks out there. Just apply at another one that might have a little less stringent guidelines to get in.

You can always get some results and apply to the Affiliate Network that rejected you later with some more proof of your campaigns.

I want to mention that if you are from a country outside of the United States, potentially a third-world country, acceptance might be significantly harder.

Apparently, for these networks, there's a lot of fraud that goes on in third world countries. In this case, you might want to consider getting a referral from a friend who may already be an affiliate with them..

Follow The Rules is My Final word on Affiliate Networks

I have been burned once before when one of my media buyers ran a technically not approved page.

If the copy on the page is not up to the advertiser's standards or is misleading, you are potentially asking for trouble.

I have had to negotiate with the Affiliate Network in the advertiser to get the traffic money that I spent on the offer back, certainly not any profit. The "Dirty Landing Page was converting better, and we are making more money, but in the end, the slip-up cost me money.

Making a little less is better than making nothing at all or losing money.

It would be best if you think long-term here. You don't want to burn a bridge with an Affiliate Network and a good advertiser.

You're a business partner here, and generally, what goes around a business comes around from my experience.

Make sure you read the rules on these offers and stick to them. If you have questionable stuff, ask your affiliate manager what their thoughts are on the situation.

Again, I will stress this is a long-term business and you should treat it like that.

Here is a Recap:

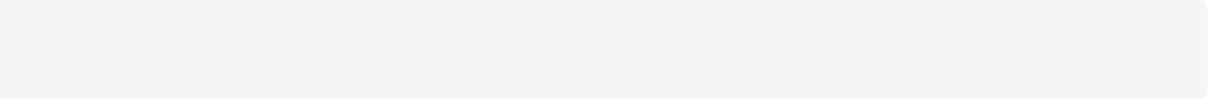
- 1. You can get strategic advice and great affiliate offers by signing up with an affiliate network.
- 2. Affiliate networks will assign you an affiliate manager who can help get you going with offers and help with your campaigns their role is to improve your bottom line and help with use of the network.
- 3. It will take some work to get into a quailiy affiliate network, you need to have a plan in place to show the network that you are serious.This will seriously increase your chances of getting in.



Chapter 3: Business Mindset for Success

Chapter 5: Traffic Sources Free and Paid

Progress Bar





5. TRAFFIC SOURCES FREE AND PAID

FREE VS. PAID TRAFFIC



I built an entire business off free traffic before, I am sure you remember MySpace.com and Facebook in the early days, those were the days countless hours of "beast mode" promoting to get people to the night club that night with posts and invites, pictures, and flyers. My how things have changed in this pay to play world. - Brian

Traffic is how you get people, potential customers to visit your landing page, quiz, order form, or advertorial.

Let me give you an example of a cell phone store that is looking to get more customers.

They will need to do some marketing, either free or paid.

The free methods:

- Have a guy stand on the corner with a sign that points to the store's door.
- Do a post on the fan page on the company's Facebook Fan Page
- Get reviews on Google or Yelp from customers recommending the store.

The paid methods:

- Running an ad on a local TV station.
- Paying a company to an advertisement on a billboard.
- Finding a local celebrity to endorse the store by promoting the store on his blog or social media.

For the most part, the free requires a lot of work, and it's also technically not free because more than likely, you had to do some work to get the reviews, create the fan page, and pay a guy to hold the sign in front of the store by the street.

Usually, Paid Traffic costs quite a bit more money. A TV commercial or a billboard ad is going to be significantly more. Paid Traffic usually shows quicker results; hopefully, now you understand the difference between free and Paid Traffic..

Now let's get back to affiliate marketing...

The Affiliate's job is to get traffic to the offer you are promoting.

Let's look at both kinds of traffic.

Free Traffic



There are many different ways to get free traffic but let's talk about the biggest ones specifically for affiliates.

1. Content marketing



There are many forms of content marketing, including a YouTube, blog posts, and Facebook pages.

You become an expert in a niche and build up a following, and then you recommend actions or services to that tribe.

A good example is a tech guy who does product reviews on YouTube and then has affiliate links to the products that he's reviewed.

The audience or tribe typically trusts the expert and are happy to buy from someone who gave them good advice and recommended a product.

I purchased a camera based on a product reviewer's recommendation and purchased from their affiliate link.

2. SEO or Search Engine Optimization



You probably heard "organic results" before. SEO (Search Engine Optimization) refers to natural results when searching for a term on a search engine.

When you optimize a website for search engine results, you're trying to rank your website higher in the search engine.

If you know anything about search traffic, it is competitive and not an easy process.

You can't pay Google to be number one in the organic search results; you have to earn that.

When you're searching the internet, it's not actually searching the web; you're searching the index that the search engine has created.

Google happens to have the most prominent index.

SEO is a desirable Source because it is "free".

What could be better than ranking number one for bachelor parties in Las Vegas for my bachelorvegas.com web site?

There are hundreds of variables that make up the Google algorithm and determine how and why a site is ranking.

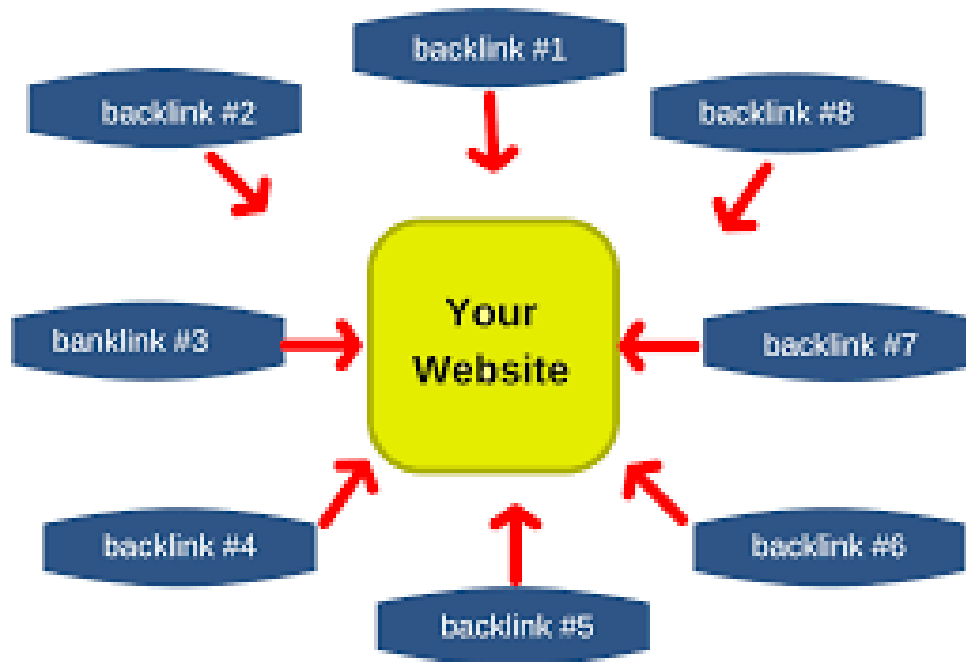


What worked three years ago is no longer working, and what I am doing right now may not work two years from now.

We know that links from other websites that link to you are essential, especially if they come from a similar site already ranking.

One useful, popular link from a high-ranking website is worth a lot more in Google's eyes than a bunch of links from sites that don't mean much.

We call these links to your site back-links when a website links back to your site.



Backlinking is big business and if you have quality backlinks, it can make a huge difference in your rankings. SEO guys have a variety of ways of getting links; some are paid (which is frowned upon) and some are "organic."

Links are just one of the variables that determine your website rankings, but most would say it's the most important along with quality content.

Even if your site is perfectly optimized, ranking on Google could take months or years to achieve the rankings you're looking for in a competitive industry.

Google is continually changing its algorithm, as well. We've seen updates over the years, and many changes have occurred.



You may have heard people mention the Penguin or Panda algorithm update.

Counting on SEO alone is one of the significant dangers of relying on search engine traffic as your primary traffic source.

I had websites ranked No. 1 on Google, and they made some changes. The next thing you know, I'm on page three or four with zero Traffic.

The top section in the search results is paid Google ads. Keep in mind, Google is a for-profit company, so they're going to put their money-making stuff on the top.

Below that is the "organic search" results.

Google

Bachelor Parties las Vegas

All

Images

News

Videos

Maps

More

Settings

Tools

About 13,500,000 results (0.63 seconds)

Bachelor party las vegas

Adwww.cosmopolitanlasvegas.com/bachelor

The Cosmopolitan of Las Vegas® Unforgettable bachelor parties.

3708 S Las Vegas Blvd, Las Vegas, NV - (702) 698-7000

Bachelor Party in Vegas | We Plan & You Enjoy

Adwww.mgmresorts.com/Bachelor

Hotel, Clubs, Shows & More - Small & Large Groups - Explore Now & Party Today!

Golf Vacations · Birthday Parties · Family Vacations · Search Hotels · Explore Activities

Epic Vegas Bachelor Parties | Special Deals, Party Packages

Adwww.bachelorvegas.com/

We specialize in nightlife deals, and Vegas bachelor party packages.


Night Clubs · Pool Parties · Strip Clubs · Holidays & Events · VIP Packages

Celebrate Your Bachelor Party | At Best Vegas Strip Club


Adwww.spearmintrhinolv.com/

The world-renowned Spearmint Rhino Las Vegas. Hottest strippers in in Sin City. 7027963600.


According to bestofvegas.com




Tao Restaurant Las Vegas




Laugh Factory




Encore Beach Club



Nite Tours



SPEEDVE...



Gold Spike

Find them all, and more, at these 10 Best Bachelor Party Spots in Vegas.

Tao nightclub. ...

X Burlesque. ...

Raiding the Rock Vault. ...

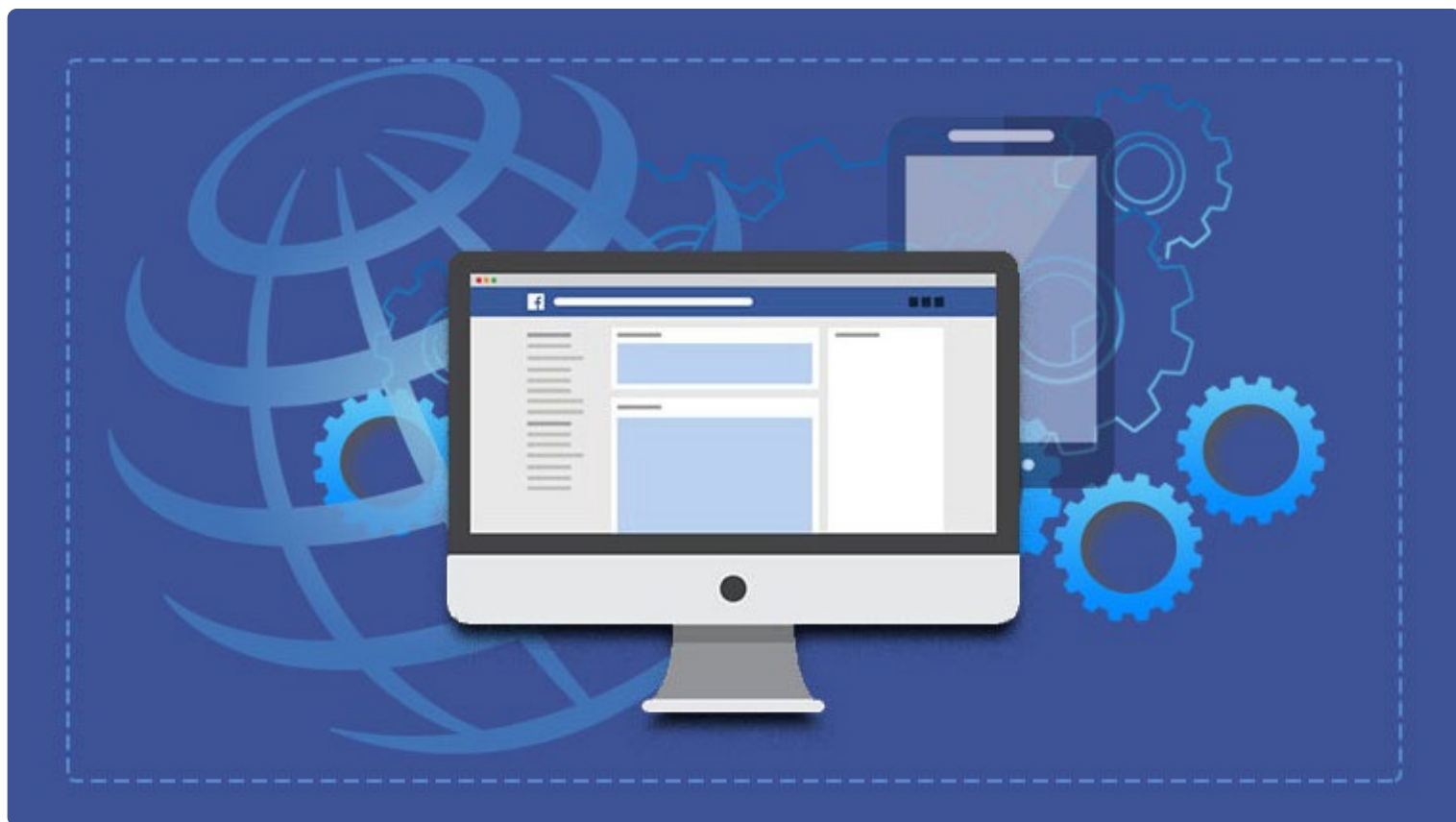
The Laugh Factory. ...

ATV Tours. ...

Encore Beach Club at Wynn. ...

Organic Ads Below

Paid Traffic



If you searched the web in the last 20 years you've seen banners, pop ups, and all sorts of different advertisements on different websites.

These are advertisements most likely bought by some affiliate to drive you to some offer. In simplistic terms, each time someone clicks, typically, you're paying money for that.

There are three main ways you pay:

1. **Cost per Mille(CPM)** - basically you're paying for every 1000 views you get. Example would be a \$3 CPM your ad is showing 10000 times you would pay \$30
2. **Cost per Click(CPC)** - this one's pretty simple - whenever someone clicks on you add, you pay. If you're bidding \$2 per click every time someone clicks on that ad, you pay \$2.
3. **Flat Rate** - this one is pretty straight forward. You pay a fixed amount to rent the space, no matter how many clicks or views you get.

Hopefully, this is all making sense. It's not that scary, you have complete control over how:

- A. You spend your money.
- B. You can set the bids.
- C. You can set the daily budget. If you can only afford \$15 a day, then that's your daily budget.
- D. You can stop the campaign at any time. We call this pausing the campaign.

Free Traffic is a SLOW boat to China. I prefer Paid, also known as Performance Media buying.



Paid Traffic drives instant results, you spend money within minutes or hours, and you start seeing results.

With content marketing and SEO, as mentioned above, you might not see results for six months or longer.

As a business owner, you shouldn't rely on just one traffic source; there are many ways you can buy Traffic.



You can make a lot of money faster with paid traffic.

There are plenty of Affiliates out there making five figures a day and even six figures in some cases.

It's not too often the other way around where the SEO guys make that kind of money.

Over the years, I've seen a lot of people switch from SEO over to paid traffic.

So, my question is, are you playing to win?

My team and I focus on paid traffic for the remainder of this guide. Performance media buying is our specialty. You have to spend money to make money.

In some cases, I lose money to make money down the road.

If you're looking into an SEO type site, you might want to check out my buddy [NeilPatel.com](#). If you're interested in doing YouTube, there's a couple of guys I follow, my buddy [Sean Cannell](#), [Roberto Blake](#), and [Tim Schmoyer](#).

Here is a Recap:

Here is a Recap:

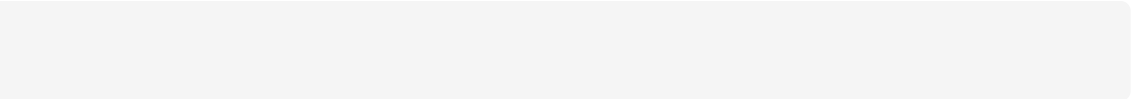
- To get people to an offer you have to drive traffic.
- There is paid traffic and free traffic.
- There's not any free traffic but there is less expensive, more time-consuming slower traffic.
- I would encourage you to focus on paid traffic if you're looking to make money quickly because it's more scalable.



Chapter 4: Affiliate Networks

Chapter 6: Paid Traffic Sources

Progress Bar

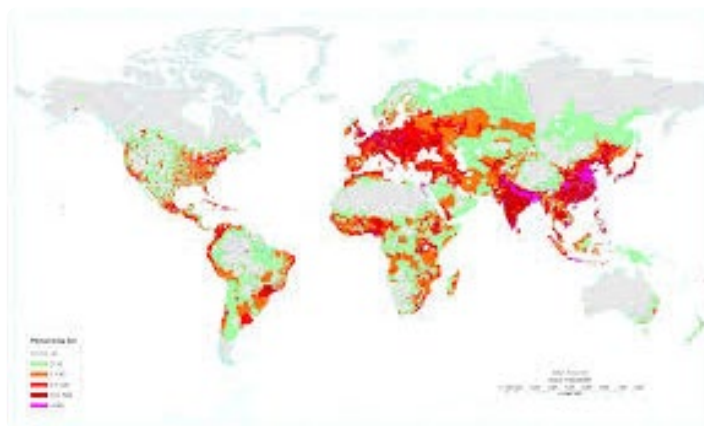




6. PAID TRAFFIC SOURCES

PAID TRAFFIC SOURCES

My favorite paid traffic source is Facebook, but its getting more expensive to advertise on. In quarter four of 2018 we cracked the Pinterest code and will continue innovate as affiliate marketers. - Brian



By now, I hope I have convinced you that Paid Traffic is the way to go for Affiliate Marketing.

Now let's take a look at the primary Traffic sources my team and I use.

There are hundreds of different Traffic sources when talking about buying Paid Traffic. I know that's overwhelming, but you tend to buy from a few good ones in the end.

What makes a traffic source different from the next?

1. Audience type



What type of audience do Snapchat and TikTok have?

For the most part, those platforms are younger people and millennials who are the next generation of spenders.

Do you think a product known to convert for senior citizens back pain will do well on Snapchat? I think you know the answer to that. But for a car brand that has a target market of 18 to 22 years old, Snap and TikTok would be ideal. The most important thing you need to understand is what type of audience your Traffic sources bring you.

2. Options for Targeting

Traffic sources give you the ability to select portions of the audience on the platform, also known as segments.

Listed below are some common targeting options

- Gender
- Age
- Favorite television shows
- Location, for instance the city where they live
- What type of cell phone they have Apple or Android, or desktop or mobile
- The website they are visiting from this is commonly called the site ID
- What time of day the ad is viewed

Being able to Target lets you gather data on which segments are the most profitable.

In Las Vegas, I used to run the promotions team for a major nightlife company. Based on your production on the day before, you could pick your location on the Las Vegas Strip as to where you would promote for that day.

Certain areas on The Strip have more Traffic and better-quality people for the nightclub. So, you always had an incentive to do well and work hard so you could pick the target area with the greatest number of people who would most likely attend the nightclubs. Getting the best Traffic on the Las Vegas Strip is a real-life example of targeting.

Google and Facebook are the top Traffic sources globally because they have an incredible amount of Traffic, and you can laser Target your preferred audience.

3. The Costs

Every Traffic source is different, for the most part you are on a bidding platform and can bid to get the placements you want.

You may find traffic sources that are extremely under-utilized and find hidden gems of under-priced traffic.

4. Rules and regulations

Be compliant is a hot topic lately, and some Traffic sources are strict on offers you can run on their network. Strict means you are limited to what you can promote.

Make sure you are following the GDPR rules in the European Union and the California Data Protection Laws. They are hot topics in 2021.

5. The Amount of Traffic

Some traffic sources like Google and Facebook have seemingly unlimited traffic with the number of users on their platforms.

Other Traffic sources are not quite as large and don't have as many users. In some cases, it's challenging to scale a smaller Traffic source.

If you find something working on one source, it is very likely you can bring it over to another source and run it on that Traffic.

6. Competition

Many Traffic sources are less competitive and can be highly profitable when you test other counties or "geos." In some cases, you can find very underpriced Traffic when the supply is greater than the demand

7. Traffic Source Quality

Some traffic sources are terrible. The traffic is just plain garbage and will not convert.

There is such a thing as bot or fraud Traffic. Quality Traffic sources typically have better budgets and better systems that don't allow this to happen. Just be aware that there are sources out there that are junk.

Paid Traffic Categories

The Different Types of Paid Traffic Sources



Social



Mail



Referrals



Direct



Organic
Search



Display Ads



Paid Search

There are hundreds if not thousands of traffic sources out there. Let's look at the different kinds of categories.

Social Traffic



I'm sure you've heard of social media!

Websites like Instagram, Pinterest, and Plenty of Fish are social platforms where people go to interact with each other. They typically have robust targeting options like age, gender, interest, and location, which will allow you to determine who will see your ad.

While there are many social networks out there, in this training, we are going to focus on the biggest one: Facebook. It's been my "Honey Hole" for the past six years and has made many affiliates millionaires, including me!

The main variables for testing on Facebook

- Interests
- Age and Gender
- Bidding type

Search Traffic



We mentioned this earlier when we talked about SEO. Search Traffic is an index of different websites; when somebody searches something, the results come up.

Google is the number one search engine globally, and some other options are YouTube, owned by Google, Bing, and Yahoo. With all these search engines, there's going to be Paid Traffic and Organic Traffic. Typically, the Paid Traffic is on the top.

About 12,200,000 results (0.77 seconds)

Showing results for **New Years Eve Parties Chicago 2019**

Search instead for **Ney Years Eve Parties Chicago 2019**

New Years Eve Party In Chicago | HUGE ALL INCLUSIVE EVENTS

Ad www.1800newyears.com/Chicago ▼

Ring In **New Years 2019** at **Chicago's Best Parties**. Discounted Hotel Rooms. Room and Ticket Packages. Discounted Hotel Rooms. Room and Ticket Packages. VIP Packages. Discounted Tickets. Amenities: Discounted Tickets, Group Rates, Cheap Rooms.

Paid

New Year's Eve Party 2019 | Hilton Chicago Michigan Ave

Ad www.chicagonye.com/ ▼

Party In Style & Luxury At The Hilton **Chicago**. Buy Tickets Online! Midnight Confetti Storm. Casino & Ballroom. Kiss FM's DJs and Host.

[NYE Tickets](#) · [Event Details](#) · [VIP Tables](#)

New Year's Eve in Chicago 2019 | Find Events, Fireworks & Parties

<https://www.choosechicago.com/events-and-shows/new-years-eve-guide/> ▼

1. **NAVY PIER**: Take the Party to the Waterfront. Fireworks. Chicago **Resolution Gala**. **Crystal Gardens** New Years Eve. New Year's Eve Soiree at Hilton Chicago. Swissotel Chicago - Ballroom Blitz NYE 2019. W Chicago - City Center - **New Year's Eve Gala**. Zoo Year's Eve at **Lincoln Park Zoo**. Brew Year's Eve at Architectural ...

Organic

Things to Do on New Year's Eve 2018-2019 in Chicago - Eventbrite

<https://www.eventbrite.com/rally/chicago/where-to-spend-new-years-eve-in-chicago/> ▼

Joonbug.com Presents Barcocina New Years Eve Party 2019. Dec 31, 7:00 PM — Jan 01, 3:00 AM. Mad River Chicago New Years Eve Party 2019. Dec 31, 7:00 PM — Jan 01, 3:00 AM. **Rock Around the Clock** at **The Hard Rock Cafe**. Dec 31, 8:00 PM — Jan 01, 4:00 AM. **"A Midnight Kiss"** NYE at **Roadhouse 66**. Dec 31, 8:00 PM — Jan 01, 1:30 ...

Google's paid ad platform is called Google Ads; it used to be called AdWords. So, people still call it that if you have been around a while.

Advertisers can pay their way to the top of the page for the keywords they want to advertise.

The cost per click depends on the keyword your advertising and how competitive it is. It's like an auction/bidding system.

The Google ad system is very user-friendly has a ton of options to help you create cost-effective and relevant ads in minutes.

The main testing variables

1. Keywords
2. Ads

Mobile Traffic is advertising on cell phones



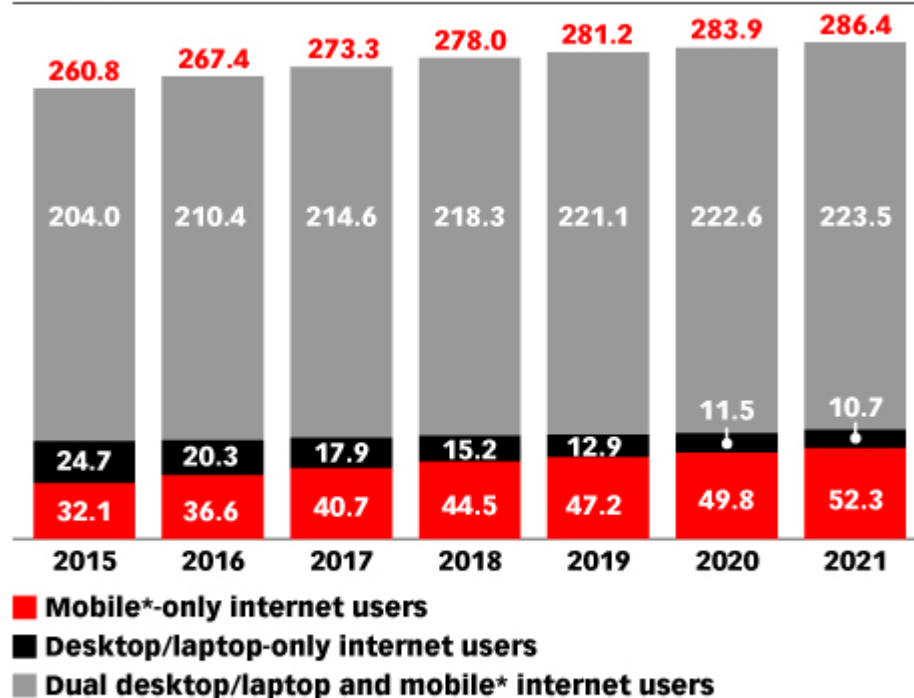
Mobile Traffic means you're advertising on cell phones.

Some people consider mobile also to be devices that are on Wi-Fi like an iPad. Mobile is the fastest-growing Traffic source, and it has been for quite some time.

Check out these projections going into the next number of years.

US Internet Users, by Device, 2015-2021

millions



Note: individuals of any age who access the internet via desktop/laptop and/or a mobile device (browser or app) at least once per month; *includes feature phones, smartphones and tablets
Source: eMarketer, Feb 2017

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www.eMarketer.com

One of the best things about mobile is it has opened up opportunities in emerging nations.

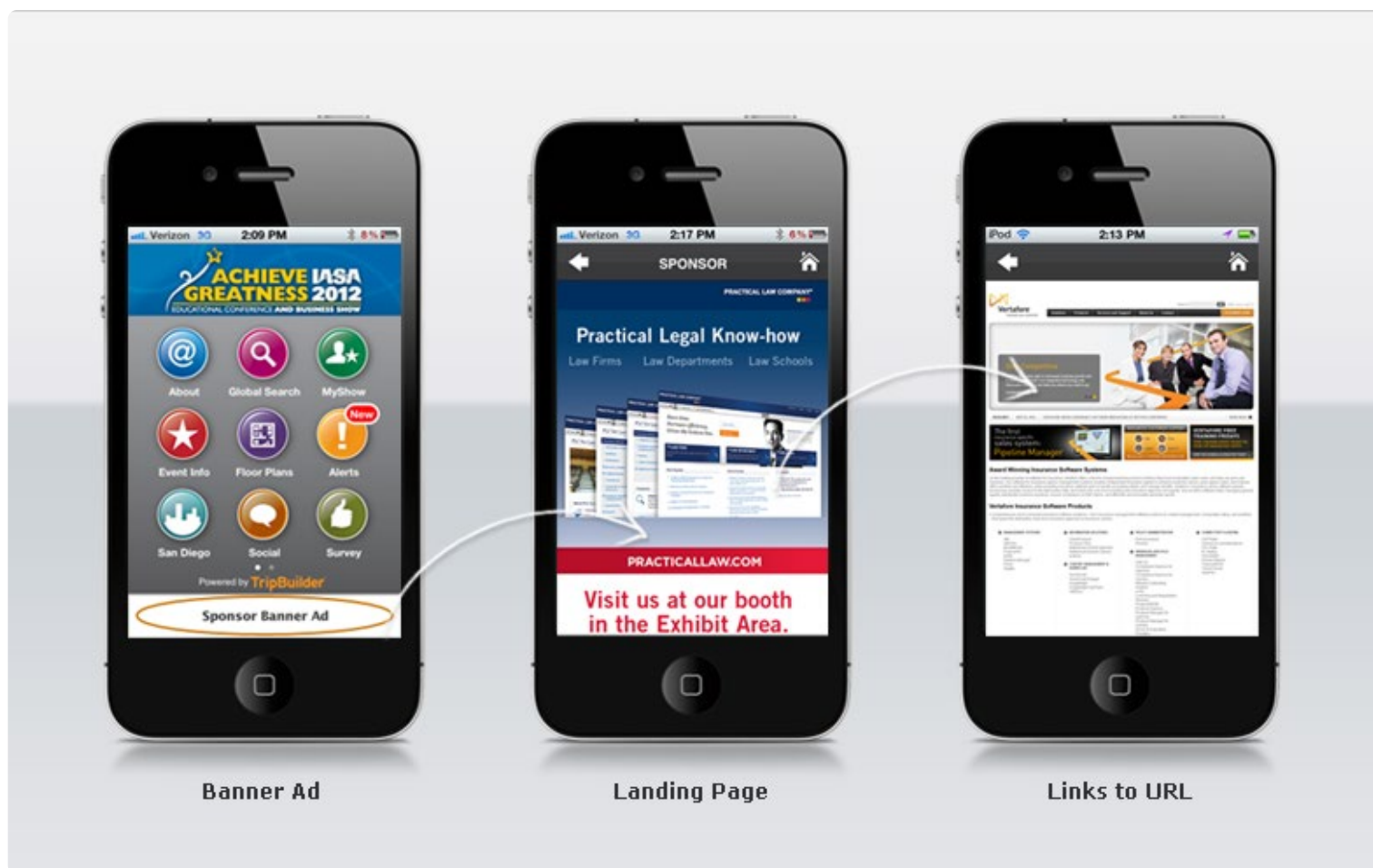
When I first started in Affiliate Marketing, most of the 3rd world countries were pretty much unreachable, but now they all have cell phones and can be monetized.

Facebook and Google both have desktop and mobile traffic, and you can test both.

I always recommend separating your desktop and Mobile Traffic test to see your results.

The most popular forms advertising within mobile:

1. Display / Banner



2. Pop Ups / Pop Unders

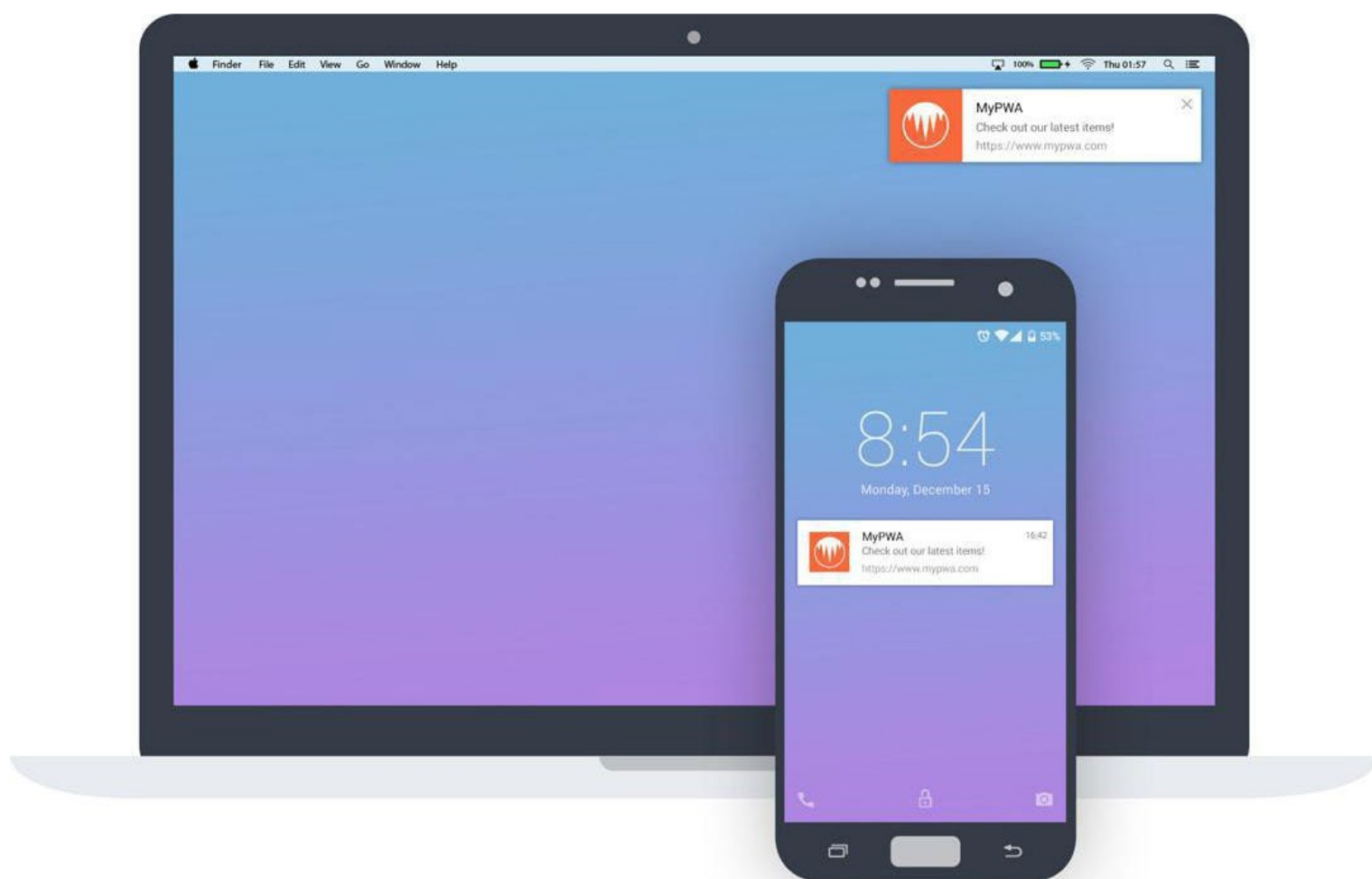
Pop-up & Pop-under Ads



3. Redirect - this is when a visitor lands on a URL and they are directed to a landing page automatically



4. Push Notification



One of the biggest challenges in improving a campaign is the optimization process for mobile operating systems.

- ❖ Carriers
- ❖ Handsets
- ❖ Wi-Fi vs Non Wi-Fi

Sometimes it can be challenging to make sure your creatives are displaying correctly on cell phones, and often, there are many different versions of cell phone operating systems.

But there's a massive potential for mobile that reaches all over the world. It's relatively inexpensive to advertise, especially in some of these untapped global markets.

Specific Traffic sources specialize in mobile for pop-ups and display ads.

Some of my favorite mobile Traffic networks are:

- ❖ [Exoclick](#)
- ❖ [Propeller ads](#)
- ❖ [Zero Park](#)
- ❖ [Pop ads](#)

When testing variables on mobile, you will be optimizing for:

1. Operating system
2. Site IDs
3. Carriers

Native Ad Traffic

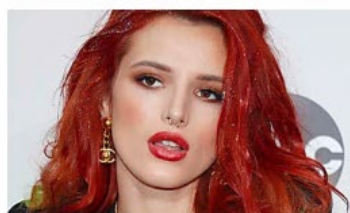
Paid Content



Recommended by **Outbrain** | ▶



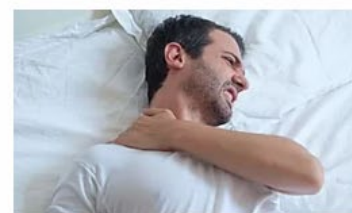
Warning Signs of Hepatitis C:
Learn about Symptoms &...
Hepatitis C | Sponsored Listings



This Brave Disney Star Just
Came Out Of The Closet
@TopixStars



Man Who Predicted the 2008
Meltdown Surprises with New...
Unrestricted Investing



First Signs That You Could Have
RA
HealthCentral

More from CNN

Exploring the world



Back in time



Everybody's seen "paid content," "sponsored posts," "promoted stories," or "recommended content".

These are advertisements that intend to blend in with the content on a website, a.k.a native ads.

It may seem a little sneaky to make people think they're actually still on the original website, but they are really popular and increasing in popularity.

Entire businesses have been built based on higher authority websites that get a lot of traffic, and the business model is to sell advertising which is Native advertising.

Some affiliates are bypassing traffic networks and go directly to the websites to buy the native ad real estate.

They are doing what's called a Media Buy, buying prime paid placements on the websites exclusively.



Some of the popular native ad networks we've worked with are:

- [Rev content](#)
- [Taboola](#)
- [Outbrain](#)
- [Content.ad](#)

One word of caution is native ad networks are becoming stricter about what they allow on their placements.

Testing add variables for Native ads:

1. High CTR ads
2. Site placements or site IDs

Adult Traffic



Adult traffic is exactly what it sounds like; these are going to be your porn sites.

Some estimates say 30% percent of the internet traffic is adult related, so don't count adult out.

One of the advantages is they are not as strict when it comes to advertising offers that might be aggressive.

Porn sites are typically going to be a male-dominated source.

One of the major traffic sources I have used in the adult category is [EXOclick](#) and had great successes.

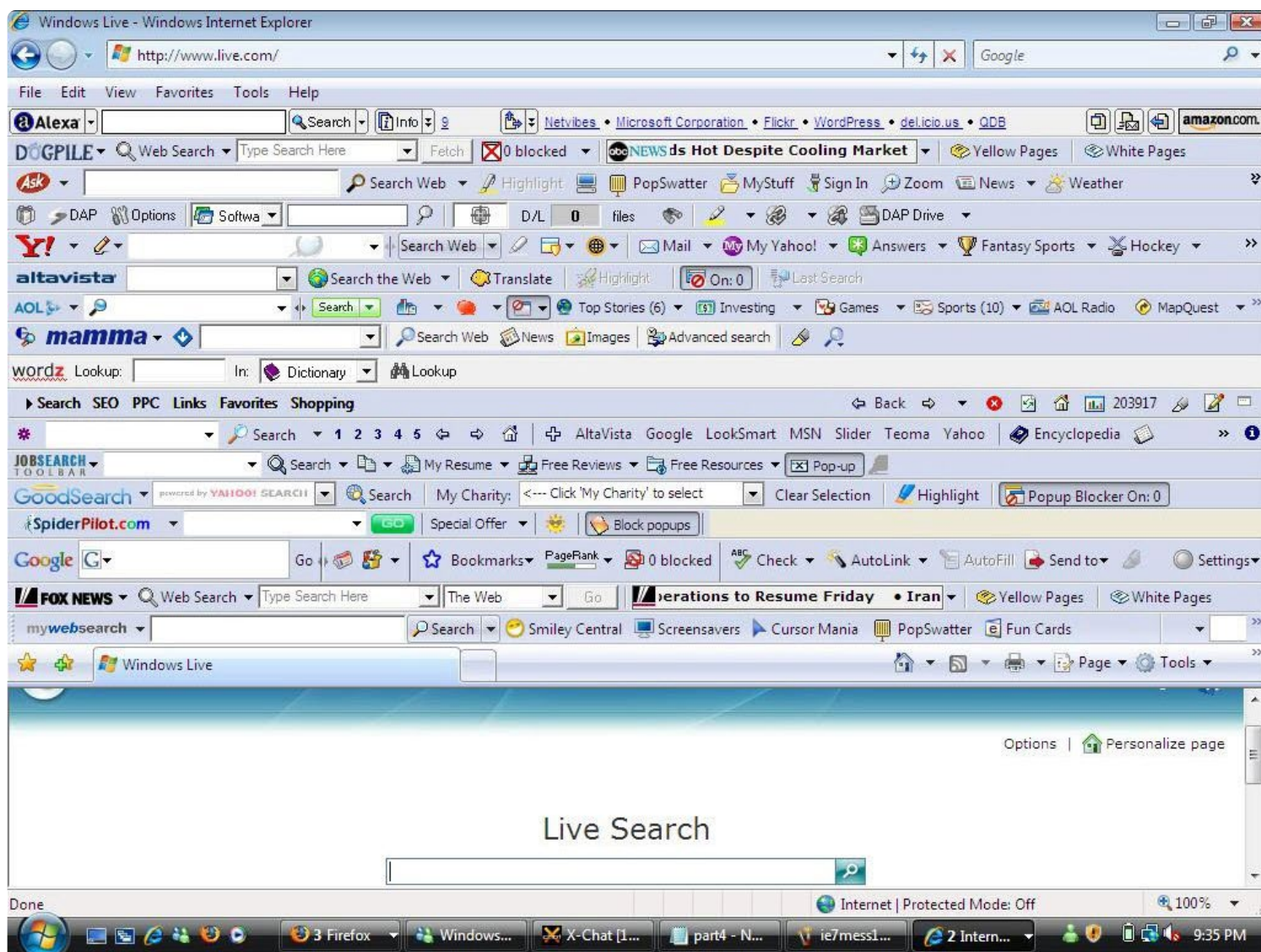
Why is adult traffic great for affiliates:

1. Lots of freedom to promote offers
2. A huge amount of volume

Some of the downsides of adult traffic:

1. Massive players make it difficult for newbies to get traction in the market, and traffic quality can be an issue
2. The top site placements are typically over-saturated with many of the same offers

PPVTraffic



PPV is toolbar Traffic. PPV stands for pay-per-view, also known as CPV or cost-per-view.

Users download toolbars on their browsers, and the PPV networks have the user's consent.

Typically, users get incentives to install these toolbars to play games, win prizes, access weather, novelty items, and free wallpapers.

PPV primarily works on Key Word Target and URL Targets. Advertisers can choose to bid on Keyword Targets and URL targets.

Here's an example of URL targeting:

Joe visits www.target.com

If the advertiser bids on www.target.com, then a pop-up ad will appear when he visits www.target.com. The ad will typically be (800 X 600) from the Traffic source.

Two of the most popular networks are:

1. [50onred](#)
2. [Propel media](#) (Formerly known as Traffic Vance)

Generally these advertisers have a minimum deposit of around \$1,000

Landing pages are usually elementary on PPV

Targeting is much cheaper than traditional traffic sources only (bids are a fraction of a penny for URL targets and key words)

PPV networks have very lax ad guidelines, so you can promote offers aggressively.

The downsides include:

1. A high of minimum deposit
2. You're very limited in the amount of PPV traffic sources
3. Traffic is typically low quality
4. Saturation of competition makes margins very slim

Next Actions:

I started on mobile Traffic, had some success, and then went to Facebook and made a ton of money.

I recommend that you start with clean white hat offers or even e-com offers on Facebook Traffic from affiliate networks.

Pick one Traffic source, go with it, get good on it, and learn it. I recommend Facebook to start.

One of the reasons I like Facebook is you can test with low budgets but be warned, Facebook tends to shut down accounts these days for no good reason, and sometimes they put low budget caps on new ad accounts.

Here is a Recap:

1. To understand different traffic sources you want to put them into different categories.
2. Traffic sources have a lot of rules with what they allow, their costs may vary, the demographics can differ, and the targeting options are different.

Chapter 5: Traffic Sources Free and Paid

Chapter 7: How to Find Converting Offers

Progress Bar



7. HOW TO FIND CONVERTING OFFERS

FINDING THE RIGHT OFFERS FOR YOUR CAMPAIGNS

My Favorite way to find working offers starts with asking my affiliate "buddy" network what is working for them. This includes my Affiliate Managers and mentors. If that doesn't pan out then the gravity score on Click Bank is a good place to start testing we have had \$300K months from that alone - Brian

[Benefits](#)[Ingredients](#)[Transformation System](#)[Return Policy](#)[Add To Cart](#)

The Easiest Way To Jumpstart Your Body's Natural Fat Burning Furnace! An Effective ALL NATURAL Fat Burner With 7 Synergistic Science-Backed Fat Burning Ingredients Formulated Specifically For Women.



So the big question is "What do I promote?"

When I first started, I was a bit overwhelmed. There are so many offers and so many traffic sources, I was on a limited budget for testing, and honestly, I found it easier not to start.

I call this the fear of running Traffic. Here is a video I shot on the subject:



Let's not let that be you.

Here are some terms we need to make sure we understand:

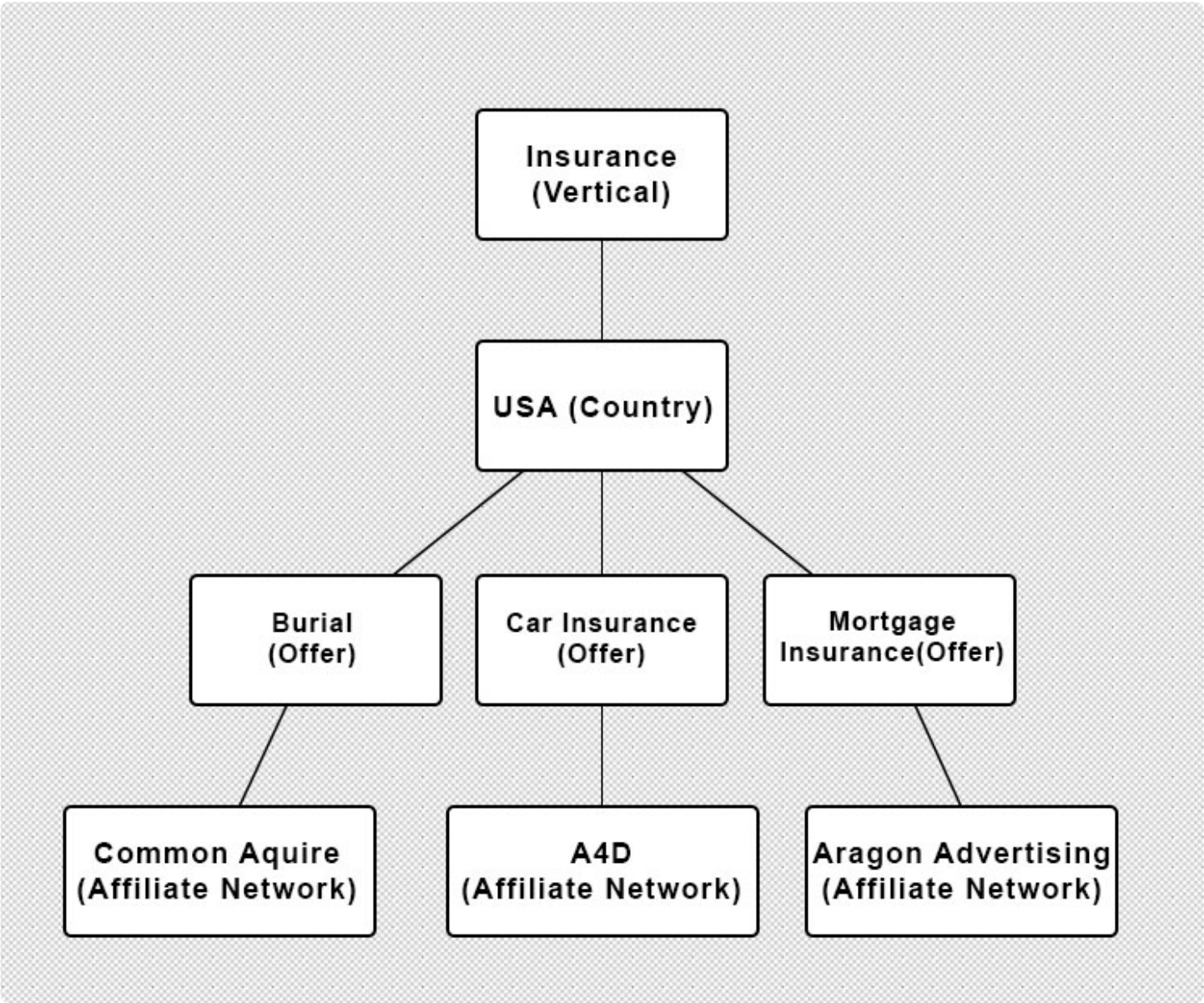
The **offer** is the specific product you're promoting.

The **vertical** is the type of product you're promoting.

An example of a vertical is **Insurance**.

An example of an offer in the Insurance vertical is Geico Car Insurance, Blue Cross Health Insurance, Burial Insurance.

Here is what it will look like for an insurance offer.



Below is an example of the structure:

1. Start with the vertical
2. Then pick a country you want to Target(certain offers are only in certain countries)
3. Decide which offers you want to test
4. Then pick an affiliate network to run with

The largest verticals in affiliate Marketing are:

- ❖ Health and beauty
- ❖ Wealth and make money niche
- ❖ Dating and relationship
- ❖ E-commerce
- ❖ Gaming
- ❖ Education
- ❖ Gambling, and many more

There is no need to worry if you pick the right one or not, anyone of these I mentioned can be a \$1000 to \$10,000 a day campaign if you figure it out.

Monetizing Offers



There are typically two types of offers

1. Cost per sale
2. Cost per action (lead generation)

Cost Per Sale



Cost Per Sale - CPS will pay the Affiliates Commission once a transaction has occurred.

One of my favorite affiliate program is the ClickBank Affiliate program.

Let's say, for example, Amazon is paying 10% Commission on all products sold if you happen to sell a camera through one of your affiliate links for \$200. You will receive a \$20 commission.

If you're a specialist as CPS offers, you're typically promoting Big Brands: Walmart, Overstock.com, Zappos, eBay, Priceline, Etc.

Cost per action (CPA)

The image shows three identical "Request Quote" forms side-by-side, each with a different color theme: blue, red, and green. Each form has a header with a right-pointing arrow, the text "Request Quote", and a yellow starburst icon with the word "FREE". The forms contain the following fields: "Your Name", "Email Address", "Company", "Phone Number", "Your Website" (with "http://" pre-filled), and "Budget" (with a dropdown menu labeled "Please Select"). Below the fields is a small line of text: "Your information is safe with us. Guaranteed!". At the bottom of each form is a large, rounded "SUBMIT" button in a contrasting color (orange for blue, yellow for red, and purple for green).

CPA offers pay a commission to the affiliate when a desired action has taken place.

As an affiliate marketer, I would recommend CPA campaigns.

Why?

Because it is much easier to convert a CPA campaign.

In many cases, all you have to do is get a phone number, an email, or a phone call. That's much easier than pulling out a credit card and buying something.

Here's an example:

A debt consolidation company looking for leads.

They're paying \$20 for every email address that is submitted, also called email lead generation.

The company will reach out to these people and try to help them consolidate their credit card debt. They will likely sell that email to other companies upon your submission. Shortly after, your email might get bombarded with debt offers, car warranty offers, etc. I am sure you have had this happen more than once.

A specialized affiliate offer might look like this: If you referred someone to the debt consolidation company that did a consolidation, you would get paid a lot more. A model like this is called a revenue share, but it's a lot harder to achieve and track.

The email submits for \$20 is much easier.

Usually, the more information that a company gets, the more the advertiser is willing to pay.

Just getting an email might pay less than a conversion that gets the phone number, address, and email.

Here are some examples of some CPA offers:

- Signing up for a dating website
- Signing up for a sports betting app
- Paying the shipping and handling for a diet pill
- Calling a phone number for student loan debt consolidation

CPA offers can be very creative you can get paid in several different ways; there are many verticals within the CPA niche.

Matching a Traffic Source with a Vertical is a must



TECH • WEBSITES

The 15 Most Influential Websites of All Time



Getty Images

By **ALEX FITZPATRICK**, **LISA EADICICCO**, and **MATT PECKHAM**

Updated: October 20, 2017 10:55 AM ET | Originally published: October 18, 2017

The web, or “world wide web” as we used to say, turns 27 years old on December 20. On that date, nearly three decades ago, British engineer and scientist Tim Berners-Lee launched **the world's first website**, running on a **NeXT computer** at CERN (the European Organization for Nuclear Research) in Switzerland.

~~The website wasn't much at the time, just a few sentences organized into topic areas that laid out~~

Native Ads

Banner Ad



You May Like

by Outbrain

With promotional cards, small businesses can offer an incentive...

by Avery Products... | Sponsored



Nevada Will Pay You to Install Solar if You Live Near Las Vegas

by Energy Bill Crutcher | Sponsored



Indian Temple Set to Allow Entry to Women After Court Ruling

by TIME



A Ranking of All the Michel Myers Halloween Movies

by TIME



In the banner example above, Dove Shampoo is targeting Time Magazine online readers.

Here are some examples:

1. The Advertiser might not like certain traffic sources. An excellent example of this might be a dating website that doesn't want to be on adult Traffic.
2. We already mentioned adult traffic is primarily male, so promoting a woman's diet pill to that traffic would not be a good fit.

3. Promoting an app install that has a low payout would probably not work very well on Facebook especially, especially conversion traffic where the cost is relatively high.

The best way to figure out what works on different traffic sources is the spying and doing competitive research.

I will detail some of my favorite spy tools later in this guide. [AdSpy](#) is currently my favorite.

As a newbie how should I pick my first Vertical?



My tip is simple.

As I already mentioned earlier, pick one Traffic source. I recommended Facebook. The cost to test is low, and you can narrow down your targeting. Then pick one vertical and immerse yourself in that.

With Facebook, we've had success with lead generation offers.

If you're going to pick mobile Traffic, try app installs or sweepstakes.

Check the Traffic source first, then work on the vertical.

A lot of times, you will find if an offer has a very high payout; it's tough to convert so, you may want to consider something with a lower payout.

Here's an example:

Let's say you're starting out with \$1,000 budget

- You run an offer that has a \$10 payout, you would need a hundred conversions to break even.
- If you're running something that has a \$2 payout, you would need 500 conversions to break even.

In the second scenario you have a lot more data to work with, you can do split testing and some optimization with 500 conversions.

How to Choose Your 1st Offer



Automotive



Banking &
Financial Services



e-commerce



e-learning



Energy &
Utilities



Healthcare



Insurance



Logistics



Media &
Entertainment



Retail



Technology



Travel &
Hospitality

Here are some rules that I have for myself and my media buyers:

1. We do a lot of research before we decide to run anything, I mentioned earlier we use multiple spy tools and competitive analysis.
2. Always start off with offers you see other affiliates running.
3. Don't worry about the competition. In the beginning, finding a converting offer means people are having success, which means you can have success as well.

Sometimes the offers that you think are going to be the big winners suck, and those that have no chance end up being your best ones.

Start testing with multiple offers. From my experience, you will have to test several before you hit a winner most of the time.

Here is a Recap:

- 1. The offer is the specific product you're promoting. The vertical is the type of product you're promoting.
- 2. Not all offers will work on all traffic sources. Pick a traffic source first, then work on what's allowed.
- 3. Usually offers are either cost-per-sale or cost-per-action. As an affiliate I recommend you start with cost per action. These are typically easier to convert.

Home Work

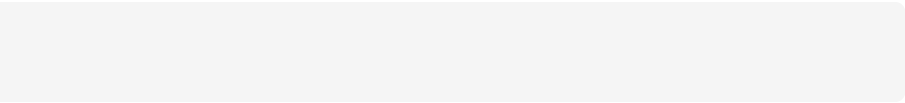
- Pick an Affiliate Network and get accepted
- Talk to your affiliate manager about what they recommend
- Do some competitive research and spying
- Make sure you have an offer that's relatively easy to convert
- Choose a traffic source and offer and **Take Massive Action, team TMA!**



Chapter 6: Paid Traffic Sources

Chapter 8: Copywriting 101

Progress Bar





8. COPYWRITING 101

ADS 101 AND COPYWRITING 101

Copywriting has always been a "scary" word for me. I think people put such a stigma around good copy writing that top copy writers make \$100K for a single sales letter etc, the truth is there are 100's of books, trainings, and videos on the subject and you only have to be pretty good at it to make a lot of money. - Brian



Have you ever heard the saying “Good copywriting will set you free?”

There is some truth to that statement.

Your campaign starts with ads so basically the ads. The ads are the gateway to your campaign.

If no one clicks on your ads, then they'll never see your landing page, advertorial, or offer.

Affiliate Marketing isn't a competition of the prettiest ad or the most creative ads.

The end goal is conversions and profit.

One of the biggest problems with advertising on billboards, T.V., or magazines is that you have no idea how much profit you've made or lost with it.

It's not possible to track the exact metrics.

We call this return on investment(ROI) in Affiliate Marketing, which how much you made on the money you spent.

We can tell exactly ROI on a campaign.

With today's Internet, you can track precisely how much your campaign has made or how much you have lost. You can also see which ads have the most clicks, which ads made money, and which ads lost money. Plus, how many times the ads were shown(Impressions).

Here's an example of the numbers in the Facebook ads manager:

	Ad Set Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Website Purchases Conversion	Link Clicks	CTR (All)	CTI (Link Click)	Uniqu CTI (Link)	Outbou C' (Click)	Uniq Outbou C'	Unique CTR (All)	Purchase ROAS (Return on)	Purchases
	F-30+	Campaign Off	\$25.00 Daily	Purchase	95	97	Per Purc...	\$8.68	\$0.00	2	8.25%	2.06%	2.11%	2.06%	2.11%	4.21%	—	—
	F-40+	Campaign Off	\$25.00 Daily	Purchase	92	92	Per Purc...	\$7.39	\$0.00	2	3.26%	2.17%	2.17%	2.17%	2.17%	3.26%	—	—
	electric-vehicle-18+	Campaign Off	\$25.00 Daily	Purchase	291	295	Per Purc...	\$19.36	\$0.00	10	7.12%	3.39%	2.41%	3.39%	2.41%	5.15%	—	—
	green-party-18+	Campaign Off	\$25.00 Daily	Purchase	419	427	Per Purc...	\$26.04	\$0.00	10	4.45%	2.34%	2.39%	2.34%	2.39%	4.30%	—	—
	solar-18+	Campaign Off	\$25.00 Daily	Purchase	221	223	Per Purc...	\$18.12	\$0.00	8	5.83%	3.59%	3.62%	3.59%	3.62%	4.98%	—	—
	electric-car-18+	Campaign Off	\$25.00 Daily	Purchase	229	229	Per Purc...	\$19.31	\$0.00	6	4.37%	2.62%	2.62%	2.62%	2.62%	3.93%	—	—
	allergy-18+	Campaign Off	\$25.00 Daily	Purchase	252	254	Per Purc...	\$19.74	\$0.00	8	5.91%	3.15%	3.17%	3.15%	3.17%	4.76%	—	—
	F-65+	Campaign Off	\$25.00 Daily	Purchases	2	2,131	\$79.39 Per Purc...	\$158.78	\$50.00	74	7.86%	3.32%	3.14%	3.32%	3.14%	6.57%	0.31	2

Our business is called direct response marketing, and our goal is to make the customers take action.

- Step 1 we want them to click on the ad.
- Step 2 is to have them read our landing page.
- Step 3 is to sign up for the offer or make a phone call.

What makes a great ad is if you can get people to take the desired action.

Your ads will have these three goals.

1. It needs to get attention.

Which one of these ads from Outbrain Ads on CNN.com is likely to get more clicks?

Paid Content



This Is What The Mayans Were Actually Like. The Photos Are...
History 101



This Glasses Site is Taking the Internet by Storm
Glasses4USA



4 Worst Blood Pressure Meds
vibranthealthnetwork.com



25 Stunning Photos of the Empire State Building Under...
Ranker

Recommended by Outbrain |

My Pick

Over time you will develop what's called a "marketer's eye".

Certain things will grab your attention more than others because, in the image above, looking at the pictures, the first one with the lady grabs my attention.

After all, it's a unique headpiece, the glasses don't, and the pills don't either.

The one on the end, it's kind of like "whoa" is this guy doing a building or a city pole?

That one is the most attention-grabbing, not to mention that it's in black and white and looks like an old photo, so it has some other incongruity that you are not used to seeing.

If people don't click your ads, then you have zero chance to sell them anything.

2. Ads have to be relevant

If you want to get better at basketball, which ad would you find more relevant?



The ad on the right would be more relevant if you're trying to learn how to shoot a basketball.

The point here is you don't want people clicking on your ad if they have no desire to *buy your offer*.

Each click costs money.

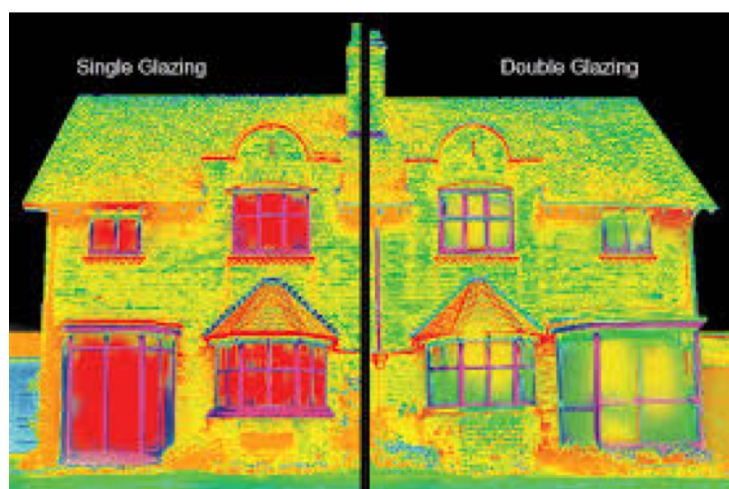
Another example:

Let's say you're running an ad for Chicago Bears Jersey and when someone clicks the ad to get, they get directed to a Geico Insurance page

If you are running these ads to Chicago Bears fans, you'll probably get a high click-through ratio, the offer they are seeing is not relevant to what they're looking for, the people will leave, and you waste money.

3. The ad needs to help convert the offer

Which of these ads makes you want to pull out your credit card?



The picture on the left shows there's a clear problem with the windows letting off heat. The one on the right doesn't really show the problem.

Most people don't want to waste money on heat and spend more than they need. The heat map grabs your attention more than the nice suburban house. (Heat maps stand out and are not something you see everyday). It's relevant if you're looking to save money in the wintertime, and you're looking for a solution to insulate your house better with new windows.

A good time of year to target this would be in the wintertime in the northern states.

Types of Ads and Examples



Banners



Fullscreen



Video



Native

Different traffic sources specialize in different styles of ads.

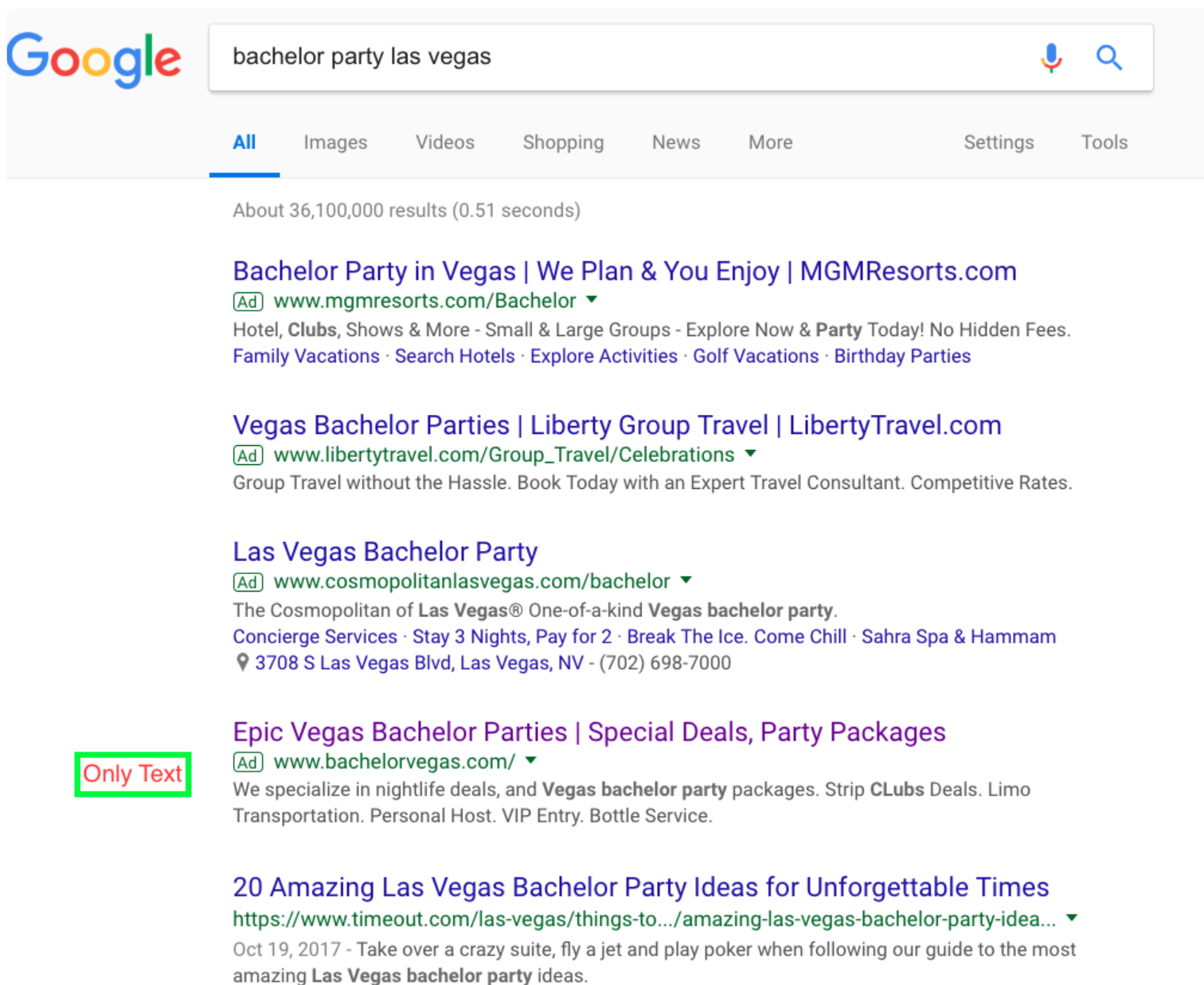
Some traffic sources may have multiple styles of ads.

In the section I'm going to cover the most popular type of ads with some examples.

1. Text Ads

I'm sure you've done a Google search before, these are the Bing, Yahoo, and Google's specialty. These ads are strictly dependent on your ability to write copy.

Examples:



The image is a screenshot of a Google search results page for the query "bachelor party las vegas". The Google logo is on the left, and the search bar contains the text "bachelor party las vegas". Below the search bar are tabs for "All", "Images", "Videos", "Shopping", "News", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 36,100,000 results (0.51 seconds)". There are five search results listed, each with a title, a URL, and a description. The first three results are marked with a green "Ad" icon. The fourth result is marked with a red "Only Text" icon. The fifth result is a regular organic search result.

Google

bachelor party las vegas

All Images Videos Shopping News More Settings Tools

About 36,100,000 results (0.51 seconds)

Bachelor Party in Vegas | We Plan & You Enjoy | MGMResorts.com
Ad www.mgmresorts.com/Bachelor ▼
Hotel, **CLubs**, Shows & More - Small & Large Groups - Explore Now & **Party** Today! No Hidden Fees.
Family Vacations · Search Hotels · Explore Activities · Golf Vacations · Birthday Parties

Vegas Bachelor Parties | Liberty Group Travel | LibertyTravel.com
Ad www.libertytravel.com/Group_Travel/Celebrations ▼
Group Travel without the Hassle. Book Today with an Expert Travel Consultant. Competitive Rates.

Las Vegas Bachelor Party
Ad www.cosmopolitanlasvegas.com/bachelor ▼
The Cosmopolitan of Las Vegas® One-of-a-kind Vegas bachelor party.
Concierge Services · Stay 3 Nights, Pay for 2 · Break The Ice. Come Chill · Sahra Spa & Hammam
📍 3708 S Las Vegas Blvd, Las Vegas, NV - (702) 698-7000

Epic Vegas Bachelor Parties | Special Deals, Party Packages
Ad www.bachelorvegas.com/ ▼
We specialize in nightlife deals, and Vegas bachelor party packages. Strip **CLubs** Deals. Limo Transportation. Personal Host. VIP Entry. Bottle Service.

20 Amazing Las Vegas Bachelor Party Ideas for Unforgettable Times
<https://www.timeout.com/las-vegas/things-to.../amazing-las-vegas-bachelor-party-idea...> ▼
Oct 19, 2017 - Take over a crazy suite, fly a jet and play poker when following our guide to the most amazing Las Vegas bachelor party ideas.

Only Text

2. Image ads

Here's an example of 300 X 250 banner ads the most popular size.

300x250

Color

Usage rights

Type

Time

Clear

cheap

quote

super

auto

2 car


women's

affordable car


comparison

low cost car


usa




Liability Car Insurance Quote Online ...
israpm.org




Learner Drivers and New Young Drive...
2pass.co.uk




cheap car insurance ...
pinterest.com




Best Car Insurance Price Compariso...
best-car-insurance-price-comparison.co...




South Africa | GET-LOANS.co.za
get-loans.co.za



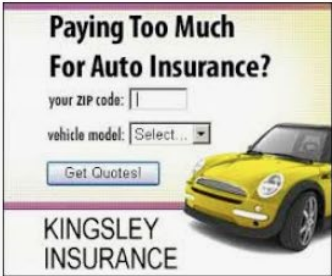
vintage helga
helgavintage.blogspot.com




Temporary 3 Month Car Insurance Poli...
smartinsuranceguru.com




Best Cheap Cheap Car Insurance Color...
toprone.com




Kingsley Insurance Agency - Affordab...
kingsleyinsurance.com



Weekly Car Insurance For Everyone 2017 ...
smartinsuranceguru.com



Pin by car insurance on cheapcar ...
pinterest.com



Kentucky SR22 Insurance, KY SR22 Q...
dui-usa.drinkdriving.org



The most popular desktop sizes are:

- 300 x 250 (Medium Rectangles)
- 728 X 90 (Leaderboards)
- 120 x 600 (Skyscrapers)

If you're just starting, you're going to want to focus on the most popular banner sizes and then consider some of the other banner sizes if you want to scale.

Note: Some traffic sources allow GIF images which are like animated banners that can be attention-grabbing

3. Hybrid ads

You May Like



'Americas Favorite Veterinarian' Reveals The One Thing Every Dog Owner Should Do

Ultimate Pet Nutrition



An Insane Credit Card Charging 0% Interest Until 2020

NextAdvisor



Nevada Drivers With No Tickets In 3 Years Are In For A Big Surprise

EverQuote Insurance Quotes



Cowboy Boot Lovers Are Going Crazy Over This New Brand

Tecovas



You Don't Know About These Incredible VOIP Systems Yet. See It On Yahoo

Yahoo Search



Quiz: Can You Pass the Navy Officer Exam?

HowStuffWorks.com

These ads typically have text and images. The text is a headline, and you want to focus attention on the image and a headline.

Some Native ads and some Social ads feature both.

Facebook is a perfect example of a Hybrid ad. Similar to the image above with copy and text on the ads.

Written by Brian Pfeiffer · 1y · 2d · 🌐

There is no Planet B. Stay green 🌱

With one LastTissue pack, you'll save preserve more than 2800 single-use tissues- not to mention their plastic packaging. We are continuously working on new reusable products to replace single-use items!

Quality Life

1x

3000+ times

3000+ times

QUALITYLIFETIPS.COM

100% Reusable 🌱

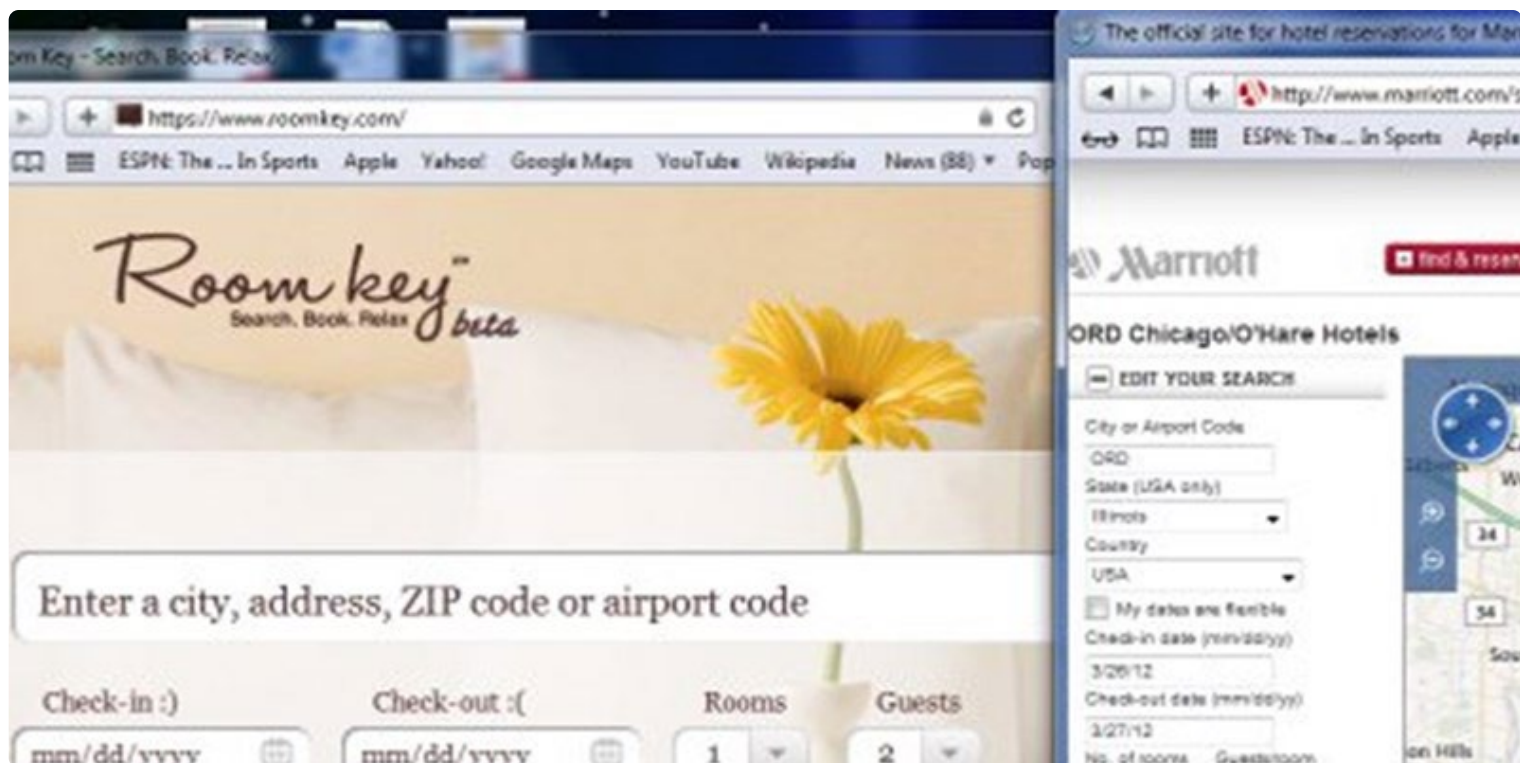
A Great Gift Idea 🎁

Learn More

👍👍👍 You and 18 others

19 Comments 6 Shares

4. Pop under ads



Pop under ads are when you use landing pages as ads.

The customer visits a website, then your landing page pops under in another browser under the current website.

Typically the customer's not aware of this.

When they close their main window your ad or landing page appears.

One of the major Traffic sources for Popunders is [Ad Maven](#). You can always Google search "Popunder Traffic" as well.



Add metrics and formulas



The only two things that matter in Affiliate Marketing regarding your ads are the Click-Through ratio and conversion rate. Ultimately are you making a PROFIT?

1. Add metric number one a.k.a. CTR or The click through ratio

Simple math, if your ad is showing 5000 times(5000 impressions) and 100 people click on your ad, your CTR is $100 / 5000 = 2\%$

Generally the goal is always to increase the CTR of your ads.

Traffic sources typically reward you with a lower cost per click.

The reason for this is some traffic networks only make money when your ad gets a click.

If your ad is bid for \$2 and nobody clicks on it the network doesn't make any money.

Rewarding you with a lower cost-per-click is their a way of motivating you to shoot for higher click-through rates. Lower cost-per-click means your campaigns are more profitable.

2. Add metric number two conversion rate

Ads can affect the entire conversion rate of your flow.

There is an art to balancing the conversion rate versus the click-through rate.

We have run the situations before. If you make a false promise like saying the word "free," you will get a high C.T.R. and a higher conversion rate.

People find out that the product or service isn't free, and the offer doesn't convert, and you end up losing money.

But, then people find out that the product or service isn't actually free and they don't convert and you end up losing money.

This likely will also affect your quality of the leads.

The Advertiser will come back at you with complaints on lead quality it may not want to pay you for misleading the leads.

We have run into this scenario on multiple occasions in verticals such as Home Improvement and Solar.

Copywriting for Affiliate Marketing



This section is where the rubber meets the road in Affiliate Marketing.

The average gets crushed by the pros.

Copywriting is the ability to persuade people.

If you could persuade people through writing copy, you can get conversions and make a lot of money.

1. Help the environment by using green electricity
2. How I saved \$172.41 a month on my electric bill

In this case, the second one will perform quite a bit better because specific and more appealing to the person actually reading the ad.

Don't get me wrong; people want to help the environment and go green. Most likely, they are not going to convert unless they know they're saving actual money each month.

Saving money on their electric bill is appealing and benefits.

Which paragraph you think will perform better:

- Ginger oil has a lot of health benefits, it's been proven through years of research.
- No more leg swelling with this hundred percent herbal ginger oil. The world is going crazy over this massage oil for leg swelling.

The second answer will convert better because you're telling people the benefits of what it's giving them.

You hit on the pain point, which is leg swelling, and you are providing a solution. I know this converts because I am running it at the time of this writing.

My Top 3 Copywriting Tips

1. I mentioned in the example above, people are buying on benefits, not features



The critical thing to remember is you need to tell people exactly what's in it for them; people don't care what's in the product. For example, the oil above, they only want to know what it's going to do to help them. It converts well; we have proven that copy.

Another example is: 2000 people join our meeting group every month. How does it help them? Thousands of people a month join a Meetup Group. How does it help them? You'll never be able to run out of people for networking.

2. The book [Cashvertising](#) needs to be your Bible. Look up the life force 8



This couple above encompasses several life forces.

Once you understand certain things that just about everybody wants in life, and you use that knowledge to target the human needs, having this skill will set you free with Affiliate Marketing.

You want to use one or a combination of a few:

- Enjoyment of food and beverages.
- Life extension, survival, enjoyment of life.
- Sexual companionship.
- Freedom of fear and danger.
- Comfortable living conditions.
- Care and protection of loved ones.
- #winning, to be superior.
- Social approval.

3. Keep a swipe file



There are many times that I have a hard time being creative, so I look into a file that I keep in a [Dropbox](#) with ads that I've seen over the years that have caught my attention.

If I ever need inspiration, I just open this folder and get some ideas to start writing my copy or work on my images.

Here are my top 4 headline formulas



When I went to college and even in high school, they never taught me how to write copy.

When I first started, it was like a blind man trying to write persuasive copy.

I did have a basic understanding of the benefits instead of the features.

So naturally, you start looking at other people's work and then copy competitor's writing.

That generally is a short-term solution and doesn't last too long.

I found out over the years; you need to be creative and come up with your own unique headlines.

You will notice over time if you look at newspapers and magazines that many headlines are quite similar.

Topics can be very different, but the attention-grabbing headlines are similar.

If you can figure out the headline game, you will start winning in advertising.

We acquire skills to get higher click-through ratios and lower cost clicks on your ads, which will equal more profitable campaigns.

There are several proven formulas that we've used, and below is the psychology behind them.

1. Big Promise Without the Pain



Everyone wants the easy pill these days, think the benefits without the pain.

Most people who are overweight don't like going to the gym or dieting. They all know what the solution really is but making that happen is a different story.

Promise your readers they can achieve their goals, tell them it doesn't involve with their fear or pain point.

The Formula: How to(desired goal) without (common, painful method)

Here are some examples:

1. How to lose love handles without going to the gym or dieting
2. How to make \$369.82 a day without selling
3. How to look 6 years younger without injections

2. The comparison headline



Let's talk about the anchor effect in psychology. People make judgments based on what they have seen in the past.

The Formula: (Your offer) is better than (Known Product)

1. My Game is better than Fortnite
2. Match.com is for boring people. Our website has more out-going people.
3. Our acne cream is 125% more effective than Clearasil

It's pretty straightforward in these scenarios; we're claiming, a.k.a. advertising our product, is a better product than the original product the audience already knows.

A real-life example was when Apple came out and said they were better than Windows.

You see this all the time. In Advertising brands will say their product tastes better than the competitors.

The products that people have already heard of are the standard, and you're trying to persuade them.

4. Promise Instant Gratification



In today's world, our attention spans are shorter than ever. We want Instant gratification and we lack patience.

Jimmy John's promises freaky fast delivery.

They built their entire marketing campaign around quick delivery.

From personal experience, I've ordered Jimmy John's. It does come incredibly fast, it's almost scary.

I'm pretty sure just about all of you have seen the Jimmy John's commercial: there's a fire in the house and the delivery guy shows up before the fire department to help put out the fire.

It's kind of funny but it definitely proves a point about instant gratification when you're hungry because you can get your subs freaky fast. This campaign has been running for a long time, I barely watch TV and I have seen it, I am certain it's been effective.

The Formula (Get desired result) in a (Time frame)

Examples:

- Get your mortgage lowered in less than 10 minutes
- Need a date? We will find you one for this weekend
- Repair your cracked phone screen in 5 minutes

5. Rebel Against The Experts



Have you ever seen a commercial for the product Liquid Plumber? Their slogan was something like the professionals hate us.

The meaning, plumbers, and the professionals don't like the product because it takes business away from them. Think about if you had a product and you implied that it was so good that they wouldn't need the experts in the field, or that the experts don't want you to know about this.

The formula: The secret the (Experts) don't want you to know

Examples:

- Your fitness trainer won't tell you about this weight loss trick
- Dentists won't tell you this when you ask about teeth whitening
- The one fruit doctors won't recommend when discussing diabetes

How to Make Ads

At some point in your affiliate marketing career you're going to have to design banners.

Don't worry I'm not a Photoshop expert, but there are plenty of designers out there who are.

You don't have to be a great designer in order to get a good performing banner.

We've repeatedly tested professional-looking banners against what I would consider ugly banners, and generally, the ugly banners have a higher C.T.R.

**Relevant
Image**

“Headline”

Benefit #1

Benefit #2

Benefit #3

[Call to Action]

Here's an example of a template as an ad



You don't have to be a graphic designer to make successful banner ads.

You don't have to be super creative or clever, the main focus of a banner ad is for them to take action.

The software **Canva** is excellent for making banners and graphics, and the product is beginner-friendly.

Components of a typical Banner ad:

1. Headline
2. Image
3. Border
4. Benefits
5. Call to action

Spy Tools



Spying is one of my favorite things to do in the research stage.

Once I talk to my affiliate manager and decide which offer and which traffic source I'm going to run.

Spy tools are where research begins, which includes spying on other affiliates.

If you can find stuff that's already working and model it better, you're going down the right path.

I will talk more about spy tools in the resources section, but my go-to spy tools are:

[AdSpy](#)

[Adplexity](#)

[Big Spy](#)

[Sell The Trend](#)

[Visto.il](#) (Use Promo Code DES to unlock the affiliate section)

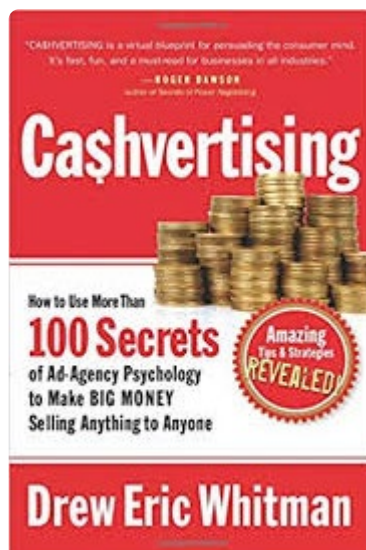
[DropiSpy](#)

[Ecom Hunt](#)

[Social Ad Scout](#)

If you're on mobile, then I would recommend [Adplexity](#).

Spy tools are a huge time-saver, and time is money in this business, and your goal is to make money.



Here is a Recap:

1. The goal of an ad is to make money.
2. The metrics that you're going to want to pay the most attention to, are your CTR, CPC, and the profitability of your ad.
3. Traffic sources have different ad styles.
4. Affiliate marketing is constantly testing to improve your ad.

Homework

Get out there and do some spying and use your marketer's eye to notice some ads.

Check out vipbox.tv for some mobile ads and also check out your Facebook news feed.

Keep that swipe file. I mentioned all the ads that catch your attention, keep for viewing at a later date.

Spy tools don't get every single ad, but they're an excellent starting place.

The best place to see ads happening in real-time are the platforms themselves.

Create a swipe with the following ad formats:

1. 728 x 90
2. 300 x 250
3. 120 x 600

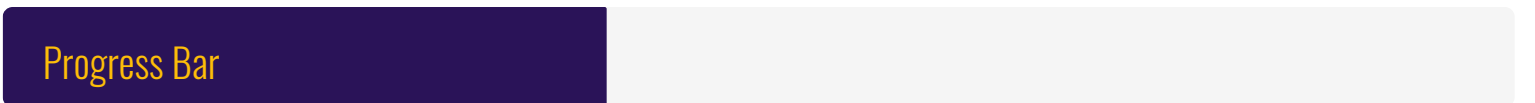
Keep in mind a lot of times ugly works, just take action.



Chapter 7: How to Find Converting Offers

Chapter 9: How to Choose an Angle

Progress Bar





9. HOW TO CHOOSE AN ANGLE

AFFILIATE MARKETING ANGLES

This is where the fun starts and you can bring out your creative side. When you spy on a competitor and swipe their ad copy that may work for a while but the real money will be when you model competitor copy, put your own twist a.k.a. the angle on it and make it even more clever. - Brian



How does Ford market their trucks?

We've all heard the slogan **Built Ford Tough**, they claim to be the toughest trucks on the planet. I'm sure we've all seen the commercials where they put a massive amount of payload in the truck, withstands the weight.

The "toughness" is what we call an "angle."

It's how companies approach their marketing; they create an angle.

Let's look at some other car company slogans and see if they sound familiar:

- ❖ **Porsche:** "There is no substitute"
- ❖ **Volkswagen:** "Drivers wanted"
- ❖ **Audi:** "Never follow"
- ❖ **Acura:** "The road will never be the same"
- ❖ **Saturn:** "A different kind of company a different kind of car"
- ❖ **Chevrolet:** an American Revolution"

By having a different marketing angle, each of these cars appears to be in a different market and not a direct competition with each other.

1. How you can use angles in affiliate marketing



Most people don't understand how to implement marketing angles properly.

Overtime, in affiliate marketing, you understand this is one of the most important aspects of a campaign.

Most people think about these:

- Headline
- Image
- Description of the ad
- Call to action

You approach campaigns from a higher level when looking at the angles.

A typical newbie affiliate would instead try to test 10-20 images and see which one performs the best.

But you want to pick certain angles and test those first. Angles will help you understand why an image works, and how you can replicate success in the future.

The core of each campaign is marketing, don't just get caught up in the clicks, optimization, images.

At the end of the day you're creating an angle getting to a certain audience.



Example:

Let's look at the dating niche.

You're running a female offer and your target market is guys.

Guys tend to be more visual. They like looking at images with a lot of skin and other robust features. I am sure you have been on Instagram and seen girls in thongs with enormous followings.

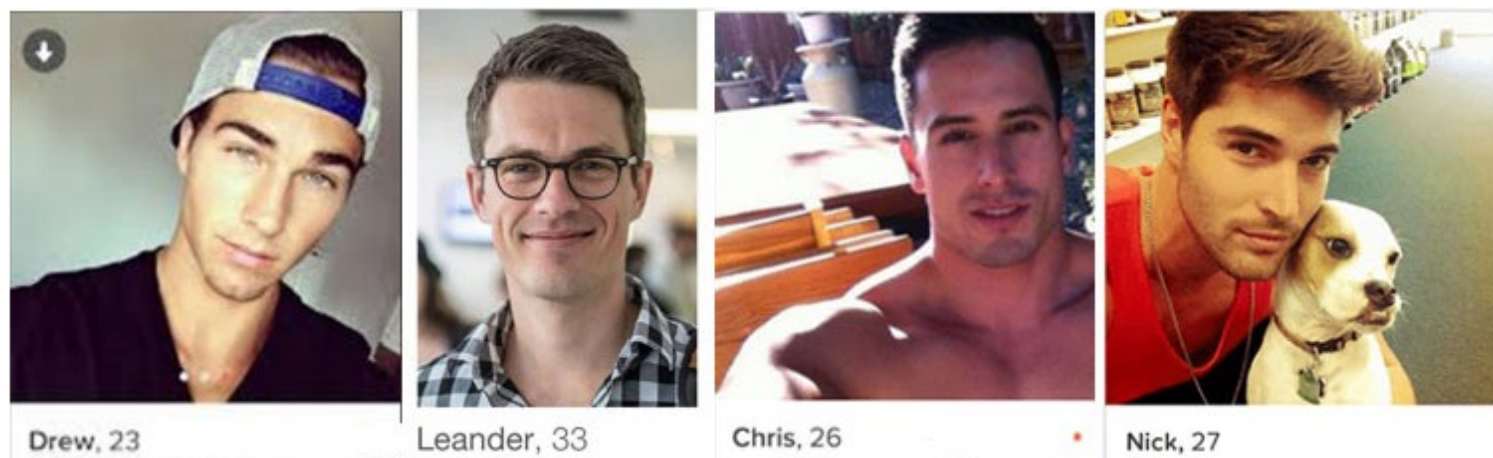
Typically, women are emotional, so a love and relationship angle would play a more significant part.

2. Here's some examples of angles we could use:

Let's think of some attractive men (Women have a stereotype of what they want in a man).

- Young entrepreneur showing success
- Schoolboy nerdy type
- Buff guy with his shirt off
- Animal lover type

All these are standard type of guys, but which one's going to work the best for your affiliate campaign?



Remember the key in affiliate marketing is to get a high click-through rate so we can pay less for traffic.

If you launched one image of each of the above angles, you probably would not get an excellent sample of what works.

You will want to find images of four images of each angle or sixteen images, which will give you a better idea.

Let's look at some hypothetical data

- Young entrepreneur with a car: average CTR = 1.7%
- Schoolboy nerdy type: average CTR = 1.3%
- Buff guy with his shirt off: average CTR = 0.7%
- Animal lover type: average CTR 0.6%

Based on these numbers we can conclude the young entrepreneur has the highest CTR.

But you're going to want to look at all the images and check their CTR and you might notice School Boy Nerdy Type has one image that had a 1.8% CTR.

You might want to keep that one in the rotation as well.

There are no hard-fast rules to follow here, look at your data side which is going to be the best for your marketing angle.

We have a winning angle what do we do now?

Expanding the Angle



Big surprise women like men with money...

No, it's not really a big surprise we see it all the time, especially in Las Vegas!

Test a more targeted offer. Instead of **Plenty of Fish** maybe try a wealthy man type of offer like [sugardaddy.com](https://www.sugardaddy.com).

Hit the ads hard. Now that we know that certain kinds of images work better than others, test out 20 + images that are similar.

You're going to want your angle to affect the landing page. Test out different headlines angle test out different cars, different men, see what works.

Try out more angles. In the above sample, we test it out for angles until we have a winner, but there could be another out there that is even better. We just haven't tested it yet.

You get better and better with testing your campaign.

The entire process will become more powerful and more profitable. You'll learn what works and what doesn't and pay successes off other successes.

You'll soon have a super profitable campaign and know what works for that offer, and you can try other Traffic sources.

How Do You Come up With Angles?



There's no exact process for coming up with angles. The best thing you can do is just sit down and brainstorm

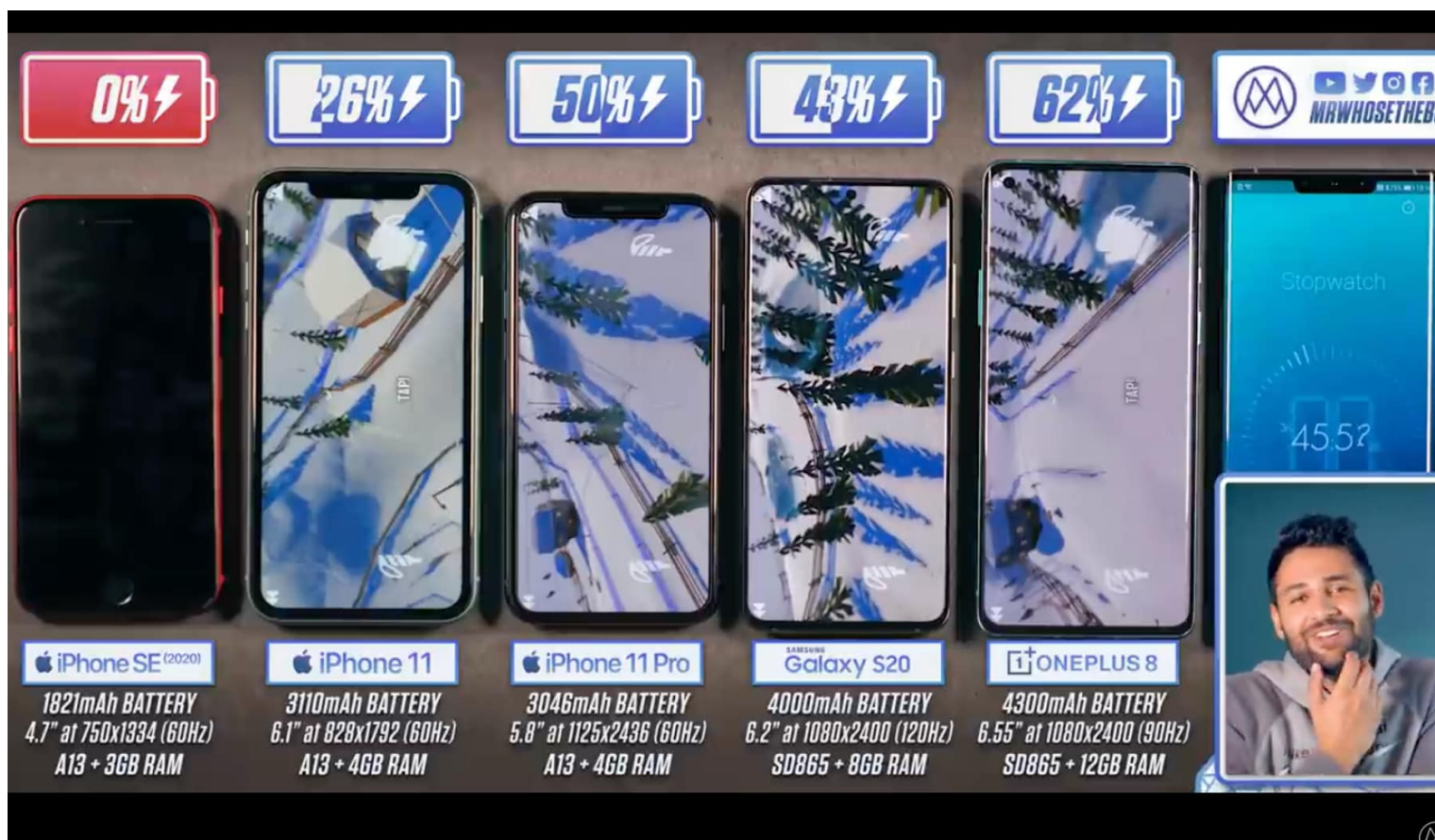
Here are some tips that I use:

3. Put yourself in their position

Use your imagination and visualize yourself as a 35 year old woman. What type of men would they like?

How about if you were to come up angle for battery life. Most people's phones are always dying.

Maybe you can develop an angle where individual carriers and certain phones have a prolonged battery life.



You're going to want to research and understand the mindset of your target audience.

I like to look at forums for certain markets times you can find great angles on forums.

Typically, people take about their biggest pain points on a forum, and you can learn how they talk with the terminology they use.

Another idea is going to a retail store and if you're looking to market something online and they sell it in the store, go in and talk to potential customers, find out what their pain points are. Find out what they're looking for as far as benefits go.

4. Looking at bigger companies for inspiration

A screenshot of the Elite Singles website's registration page. The page has a dark background. On the left, there is a registration form with the following fields: 'I am a' with buttons for 'woman' and 'man'; 'I am looking for a' with buttons for 'woman' and 'man'; 'Email Address' with a text input field containing 'Your Email Address' and a help icon; 'Password' with a text input field containing '*****' and a strength indicator icon. Below these fields is a large green 'Get Started' button. At the bottom of the form, there is a checkbox and text: 'I hereby confirm that I have read the Terms & Conditions and Privacy Policy. I will receive account alerts, our newsletter & special offers via email.' On the right side of the page, there is a large, smiling portrait of a woman with long brown hair, wearing a white top with a blue patterned strap. In the top right corner, there is a navigation bar with 'elitesingles.com' and a 'Login for members' button.

In many cases, most of the good angles have already been around for years. The larger companies have already marketed to these angles.

They have done a lot of research and ran a lot of traffic on working marketing.

5. The Life Force 8

Human beings are *biologically programmed* with the following eight desires:

1. Survival, enjoyment of life, life extension.
2. Enjoyment of food and beverages.
3. Freedom from fear, pain, and danger.
4. Sexual companionship.
5. Comfortable living conditions.
6. To be superior, winning, keeping up with the Joneses.
7. Care and protection of loved ones.
8. Social approval.

Can you align your angle with any of the above?

Why do women like entrepreneurs with a nice car?

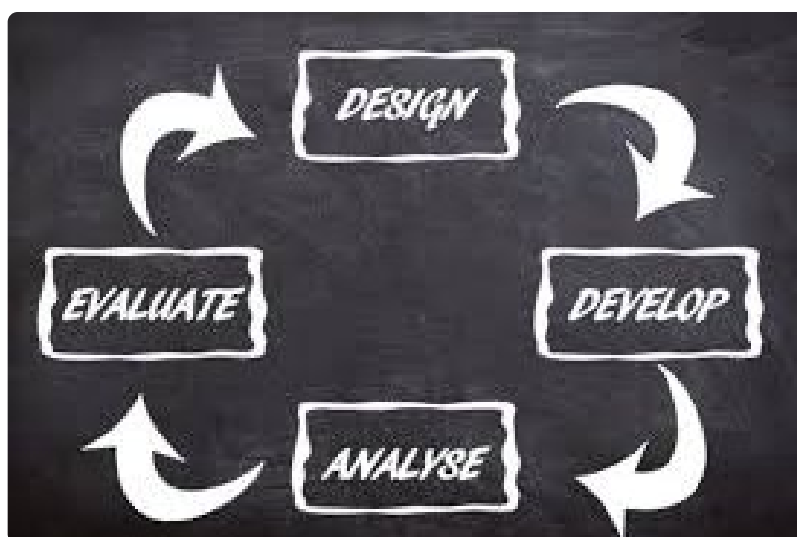
Most likely because #1, #3, #4, #5, #6, #8.

6. More angle ideas

I want to give you a few more examples of awesome angles we've used to understand better how to work on your angles. Keep in mind current events can be a nice angle as well.

- Solar panels - save money on your electric bill is one big angle, government is giving away free solar panels is another angle.
- Weight loss - looking good for spring break is one angle, another angle is losing within 5 days with this product
- Testosterone boosting product - one angle is the product delivers a better sex drive. Another angle could be feel young again.
- Student loan debt: One angle could be lower your payment. Another angle could be government is offering student debt relief to lower what you owe.

Developing a system



Hopefully, these examples have given you some ideas and I've been able to show you how essential angles can be an affiliate marketing.

We've had campaigns literally go from losing money to making a ton of money just by changing the angle even slightly in some cases.

As a team, we have systems in place to launch campaigns quickly.

We do a lot of spying and a lot of industry research to see what's working and then formulate a plan and angles based on that.

If something doesn't work, no hard feelings, there are 1000's of angles and campaigns to test. Just like in trading stocks, you can't let emotions get involved.

If you try something and it doesn't work, move on to the next.

One thing's for sure; if you find an angle that no one else has tapped into, you can make tons of money.

People have sold lots of crazy stuff on infomercials just based on angles.

A new angle can be worth millions!!

Here is a Recap:

- 1. Coming up with creative angles will differentiate you as an affiliate.
- 2. One clever winning angle can make you millions.

Homework

Now that you have an offer, brainstorm six new angles for your offer. Once you have those, jot it down, do some research, and see if other people have come up with the same ideas.

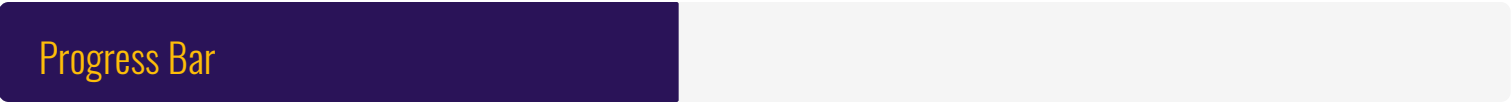
If you come up with something new and creative, test, test, test, and see if your idea is congruent to the market!



Chapter 8: Copywriting 101

Chapter 10: All about Landing Pages

Progress Bar



10. ALL ABOUT LANDING PAGES

LANDING PAGES



Have fun with landing pages this is your online salesman, you don't have to reinvent the wheel either, the Internet has been around 25 years and just about every possible landing page, color, design, etc has been tested and is out there, find something that is a proven winner and model it - Brian



One of the most important things in Affiliate Marketing is landing pages. Typically, if a campaign is not profitable, that's one of the first things I'm going to try to improve on.

Let's talk about direct linking first.

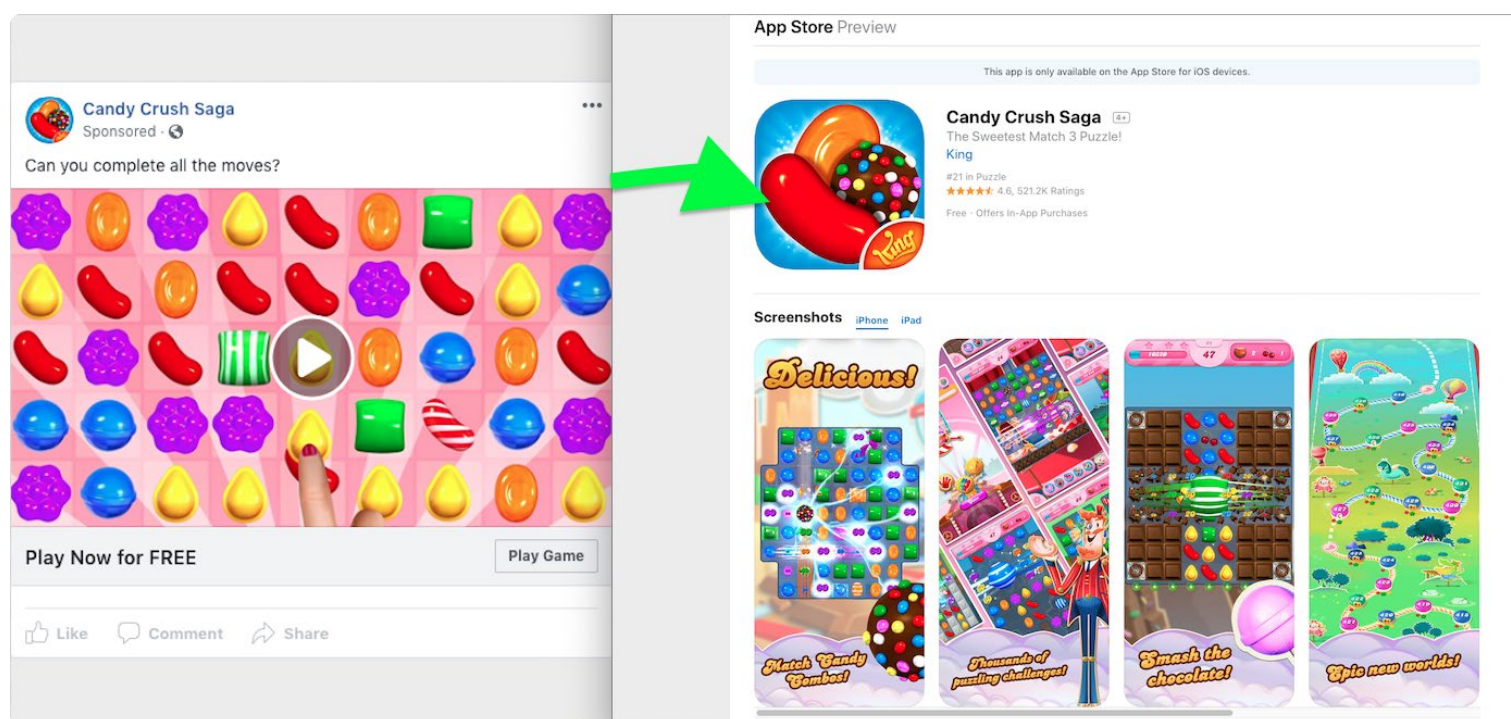
Linking direct means a user clicks on an ad, and it is sent directly to the offer.

1. Direct Linking

Have you ever heard of the offer Candy Crush?

If you happen to be browsing your newsfeed or somewhere online and all the sudden, appears an app install appears in your phone, that's the advertisers actual offer page.

Here's an example:



Direct Linking is just that; directly linking to the advertisers/offer page. Once a person installs the Candy Crush app on their phone, you get paid a commission.

2. The Easy Setup

Open up your affiliate network dashboard and grab your affiliate link #1 and #2

1.

2.

Basic InfoEventsCreativesEmailTesting & TrackingMarketplaceOffer

Sub ID Instructions

Please note that the s1 parameter should only be used to pass **NON-UNIQUE** SubAffiliate IDs. If you are using UNIQUE Click IDs each time someone clicks on the link, please use another Sub ID field (s2-s5) as instructed by your Account Manager. If you are using HitPath specifically, you can send unique Sub IDs and affiliate Sub IDs using the following method: **&s1=xxagentidxx&s2=jjhitjj** (For DT use **&s1=%LINK&s2=%SUBID1**).

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	Name	Unique Link	Get Code	Get Link	Send Email	Type
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👁	366 - straight to checkout	https://315track.com/?a=94&c=&s1=	Get Link	Send Email	Link	
👁	388 - VSL	https://315track.com/?a=94&c=&s1=	Get Link	Send Email	Link	

<<< < Page 1 of 1 > >>> Rows Per Page: 30

Displaying Creatives 1 - 5 of 5

What's a landing page?

A Landing page is a page on a website or server.

The purpose of a landing page is to get a potential customer to take action and talk about the offer. The pre-sale page goes in between the traffic source and the offer page.

Traffic source > Your landing page > Offer page



Let me show you how:

- ❖ The first thing you do is design an ad and put it on a traffic source designed to get attention and clicks
- ❖ Then they go to the landing page that you have designed and read about the offer. You will want to pre-sell the visitors here.
- ❖ Then the user clicks the button on the landing page - the call to action, then they are taken to the offer page where hopefully they convert.

If the visitor takes the appropriate action, then we have a conversion. We get paid when they install an app, purchase a product, download a book, submit a lead, etc.

A Landing page is a mini-site designed by you for the sole purpose of persuading people to take action.

On the Landing page will be a button, a "call to action" that will lead you to the offer page.

In the image above, it's the big red button in the center image.

The button will have a link connected to it via the affiliate link to take them to the offer.

In the case above, if they download the app or take action, that's how you get paid.

Why should you choose a Landing page?



Well the main reason you should use a landing page is because they work!

Below are some typical newbie questions:

If someone clicks an ad they're interested in, why put a Landing page in between that and the offer?

Do you have to host a Landing page?

What makes up a good Landing page?

How do you build a Landing page?

All are good questions and solved easily with today's fantastic Landing page builders. We recommend [ClickFunnels](#) and the [GrooveFunnels](#).

We like GrooveFunnels because they offer a lifetime upfront one-time payment, and the software is rock solid.

Let me explain an analogy that happened to me.

I walk into a mattress store to look at a new mattress. Normally I would walk around, sit on a few beds, and then go to the next spot.

But what if a mattress salesman came up to me?

He explained

1. I spend a third of my life on a mattress
2. The benefits of that mattress cooling technology (Vegas is mighty hot in the summer)
3. Different ways to finance that mattress
4. A promise to set it up the next night, so I can sleep on it right away



This guy looks like he knows his stuff.

Considering my back was bothering me and the main reason I was shopping for a mattress was the pain in my back, this guy really sold me “Hook Line & Sinker”

Well you guessed it, the chances are much higher that you are going to walk out of that store as a new mattress owner when a salesman is involved.

The goal here is to turn that curiosity into a sale.

That landing page is going to be your salesman on the internet.

For the most part when people click on an ad they aren't sold they are curious.

Of course, you know that there's good and bad salesmen.

The same goes for landing pages.

We have had a simple change of a landing page take a negative campaign and make it into a \$5k a day campaign!

So when do you direct link instead of using a landing page



As a team we probably use landing pages 95% of the time.

There are a couple of occasions when I do direct link.

1. Sometimes when we are testing an offer
2. If the request is super simple and potentially no way to track it on the back door

It would be best if you considered using Landing pages for all your campaigns.

What does a landing page need?

You should have a systematic checklist in place for Landing pages.

You don't want to miss anything. There are a lot of features.

Here is a guide for you:

[Landing Page Check List](#)

Don't overthink this, you're going to want to keep this simple. You're never going to have the perfect landing page right from the start.

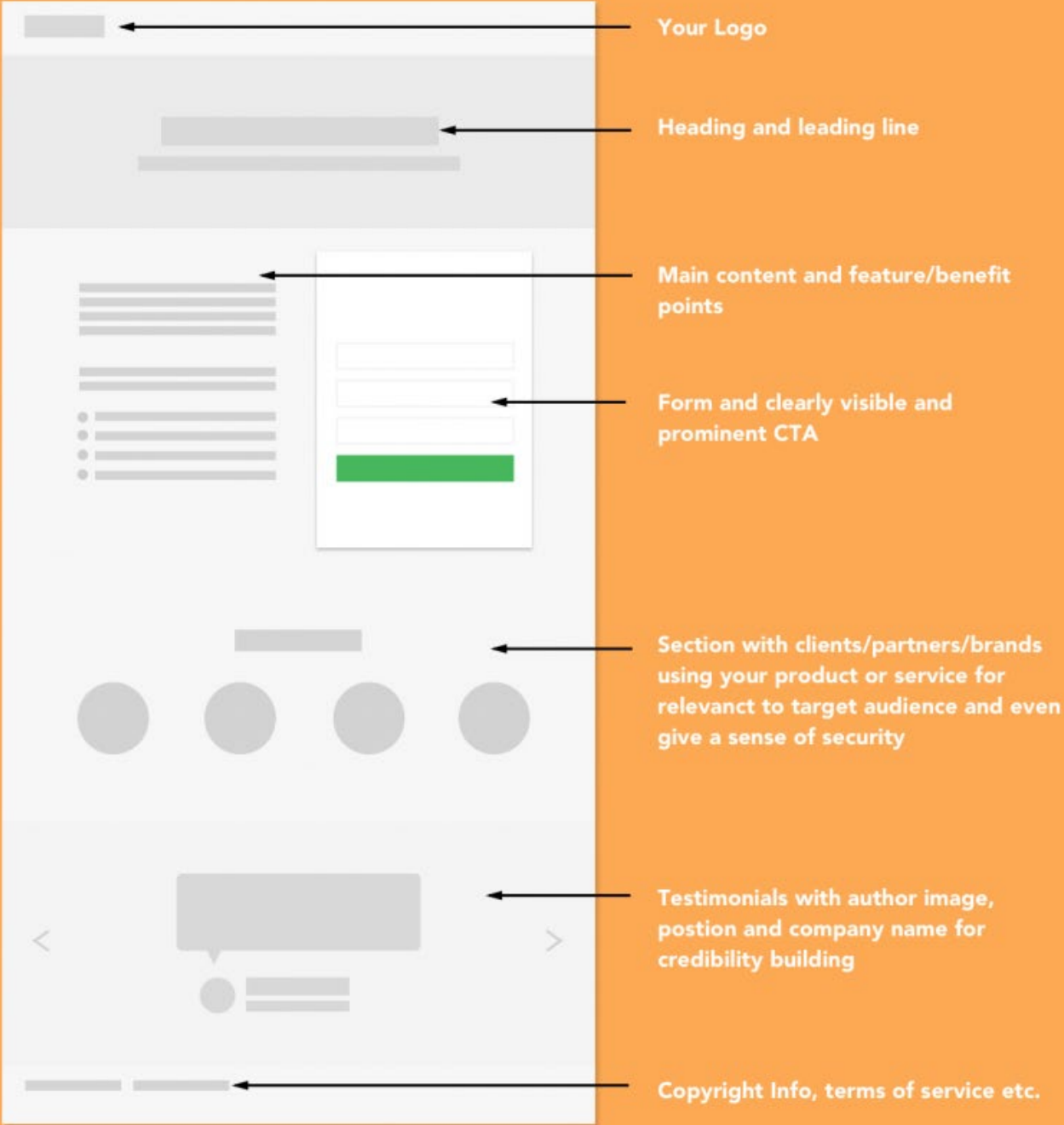
Overtime as you are getting more experienced in running traffic, you will slowly build great landing pages.

Below is a traditional formula for Landing pages:

1. Headline - To catch people's attention.
2. Image - people are visual.
3. Body text - this is the benefits part of the landing page where you convince them they need your product
4. Call to action button - make sure people know exactly what you want them to do
5. Social proof - this is where you typically put comments, reviews, testimonials, etc
When it comes to social proof you can also consider trust seals, badges, etc

Here's a diagram of a landing page to help you understand it better. Most mobile landing pages are variations of this diagram.

Landing Page Anatomy



How to create landing pages



Now you know what a landing page is and what it's used for so how do you create one?

Landing pages are simply a one-page website.

As stated above, there are landing page tools out there like [Clickfunnels](#) and [GrooveFunnels](#), which make our lives much more manageable.

Speed is super important when it comes to affiliate marketing. Check your page speed on [pingdom.com](#) or use the [google site speed test](#).

I don't typically recommend WordPress either because it's too slow.

The last thing you want to see is someone click on a link and then it takes 6 seconds to load.

They will for sure hit the back button and you won't get the conversion.

Several tools add a lot of extra code and slow down the web pages, which causes five-plus second load times.

Here are some options for building pages:

#1 You can design it yourself.

1. Get out the old pen and paper and draw it out
2. Have a designer draw out .psd file
3. Hire a programmer to turn that page into a website (.psd and HTML service)

#2 You can also take existing affiliate landing pages and modify them. There are many affiliate pages out there that can be used in multiple verticals.

#3 BEST WAY, grab [GrooveFunnels](#) or [ClickFunnels](#), and build awesome pages in minutes!

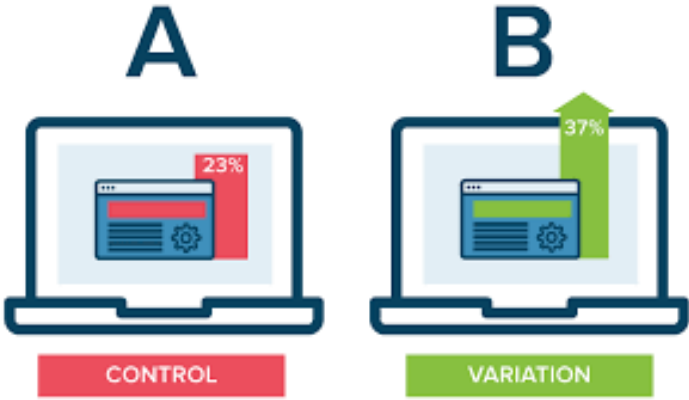
There are many affiliate pages out there that can be used in multiple verticals.

Be careful when you swipe affiliate pages because some pages can have code that can potentially steal Traffic from you.

Potentially they could be coded incorrectly and have code in them that slows them down, and it's just not necessary.

Looking at other Landing pages is great for inspiration, but I would encourage you to create your own.

Testing Landing Pages



One of the biggest keys to success will be your landing pages.

Then the key to becoming more profitable will be to split testing your Landing pages continuously.

Your winning Landing page will be the control, and you are always going to want to try to beat that by changing elements at a time.

A perfect example is when you split test headlines.

Then go ahead and test the image, and so on.

Here is a Recap:

- 1. You can either use a landing page or direct link to an offer.
- 2. Landing pages you create will help increase conversion rates, think of that mattress salesman that sold me that mattress for \$8K.
- 3. The main components of a landing page include the headline, the image or video, the copy, the call-to-action, and the testimonials.

Homework

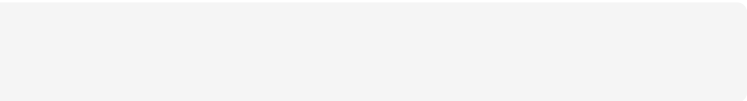
- 1. Now that you have an offer, it's time to create a landing page for it.
- 2. This is where you can learn to code, hire a freelancer to do it, or get a Landing page builder.
- 3. Make sure you have all the components of the landing page.



Chapter 9: How to Choose an Angle

Chapter 11: Who we use for Hosting

Progress Bar





11. WHO WE USE FOR HOSTING

HOSTING AND LANDING PAGE BUILDER

I currently have my entire business on a Liquid Web VPS, the team has been loving it so far, when we switched over to Liquid Web everyone on the team was a bit concerned now, they all tell me how much they love it, I am the non-techie one on the team but I know enough to know Liquid Web has been great to work with - Brian



Hosting scares many people, but nowadays, it is a 5-10-minute setup, and you are up and running. The old school way was to build a Landing page in HTML, then uploaded it to your server via an FTP or file transfer protocol.

Nowadays, we use funnel builders like [ClickFunnels](#) and [GroovePages](#) to save time and churn out campaigns faster.

One exception is if we have a winning page and we plan on running heavy traffic, then we might put an HTML page directly on our VPS for speed purposes only.

As a newbie, you will not have to worry about this. Get a funnel builder and follow the simple steps in these videos, and you will be up and running in no time.

Quick comparison: ClickFunnels vs GrooveFunnels. We use both. GrooveFunnels is up and coming and claims to have faster speeds since they publish your page as a .HTML page.

Speed matters, and even a 1/2 second will increase your conversions. We also like GrooveFunnels because they have a deal for \$497 x 3 payments for lifetime usage at the time of this writing!

Here is a video on setting up **Namecheap** for a Domain:

[CLICK HERE](#)

Here is a video on setting up your domain in **ClickFunnels**:

[CLICK HERE](#)

Here is a video on setting up your company email in **Namecheap**:

[CLICK HERE](#)

Here is a Recap:

- 1. Sign up for ClickFunnels or Groove Pages.
- 2. Buy a domain name using NameCheap.
- 3. Set up a Landing page using your new domain.

Homework

- 1. Connect your funnel builder to your domain.
- 2. Build your first Landing page
- 3. Visit the website and ensure that your domain works live.



Chapter 10: All about Landing Pages

Chapter 12: Who we use for Tracking

Progress Bar



12. WHO WE USE FOR TRACKING

TRACKING



Tracking pixels on certain ad platforms like Google, Facebook, and Pinterest allow us to properly track and use the algorithms without the traditional tools like Voluum. If you are running mobile, I suggest [Voluum](#), [Redtrack.io](#), or Thrive -Brian

Comment: Tracking pixels on specific ad platforms like Google, Facebook, and Pinterest allow us to properly track and use the algorithms without traditional tools like Voluum.

If you are running mobile or Traffic without sophisticated pixel, we have a video on the set up by my partner, Ross Minchev.

Tracking: Nowadays, we don't use a tracking tool very often. The massive Traffic sources we use – Facebook, Google, Pinterest, etc. – all have Pixels that will track the majority of your leads or sales.

In some cases, if you use a tracking tool, you might even get your account flagged and banned.

If you need to track your clicks and conversions better, we recommend [Voluum](#) and [RedTrack.io](#).

Here is a video on the tracking set up for a ClickBank offer with Voluum:

[Click Here](#)

Here is a Recap:

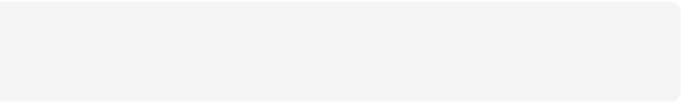
- 1. We rarely use tracking tools if you are running on Facebook, Google, or Pinterest; you don't need them.
- 2. If you need to track, we recommend Voluum and RedTrack.io.



Chapter 11: Who we use for Hosting

Chapter 13: The Launch!

Progress Bar



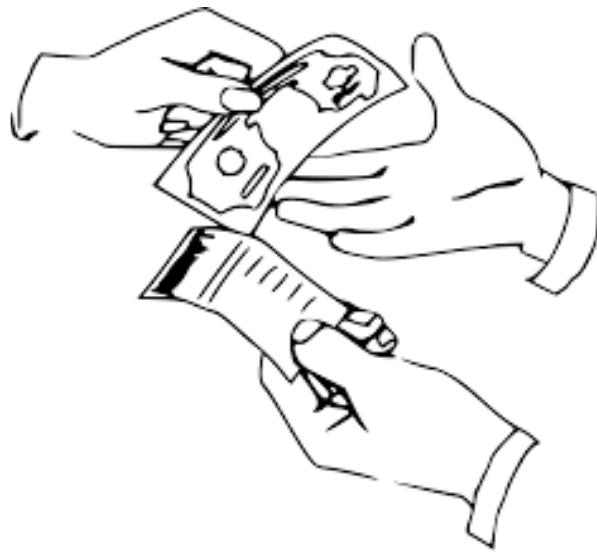


13. THE LAUNCH!

LAUNCHING AN AFFILIATE MARKETING CAMPAIGN



I remember my 1st big launch it was the Draft Kings App Install on opening weekend for the NFL a few years back. I fortunately had money in my EXO Click as I was prepared for success. I think I spent around \$5k and made \$10K back in one weekend. The Campaign was short lived as the app saturated the market in one weekend. The Key was I knew affiliate marketing worked and that was enough for me to go all in - Brian



Hopefully you are enjoying this guide, There's a lot to learn for the newbie affiliate marketer but memorizing this guide will put you far ahead of the average person on the street.

In this section, I want to show you a step-by-step guide on launching an affiliate campaign.

Each campaign should be systematic with different stages with detailed steps.

1. Let's Pick The Traffic Source



As I mentioned earlier the first step should be picking the traffic source where you are going to promote your offers. I already recommended Facebook.

Facebook is our go-to-choice since you can highly target audiences, and you can see what is working for a reasonably low budget.

My pro tip is to figure out one Traffic source and which offers work well there.

One of my mentors told me in a mastermind in 2014, get good on Facebook Traffic, and that advice has paid dividends for years. Facebook is a proven Traffic source for us, and many thousands of other people. I suggest starting there. That eliminates one variable, you know the Traffic is good. If you can't make this Traffic source work, you know it's something else, not the Traffic source. We've proven that Facebook works; at the time of this writing were crushing over \$5-15K a day with Facebook Traffic!

If it's not Facebook, I would recommend Pinterest, mobile ad networks, Native ad networks, and potentially the Google Suite of AdWords, YouTube, and the Google Display Network (GDN).

There are so many Traffic sources to choose from; I often get asked which is the best? The honest answer is that they all can be the best depending on what you are running and how well you optimize the Traffic to your offer.

You will have to reach your own decision here.

The best thing you can do is take massive action, get some ads up, and learn by doing!

If you decide to try an untested source, I would research and find out if other people are making it work.

Have you ever heard the entrepreneur's motto, "fail faster?" I recommend writing this down and look at it every day.

2. Choosing Offers

The image displays two side-by-side digital advertisements for mortgage refinance programs.

Left Ad (lowest-rate.mortgage):

- Logo: **lowest-rate.mortgage**
- Text: "You Could be Eligible to **SAVE up to \$2,400*** a Year When You Refinance with HARP!"
- Form: "What type of property are you refinancing?"
- Options: Single Family Home, Multi-Family Home, Townhome, Condominium.
- Button: **NEXT**

Right Ad (FHAadvisor):

- Logo: **FHAadvisor** (Qualify and Save on Your Mortgage)
- Text: "Free Program - No SSN Required* - Set to Expire in 2018"
- Text: "Your Trusted Guide To The President's Refinance Programs"
- Section: "Step 1 - Property Type:"
- Options: Single Family, Multi Family, Town House, Condo.
- Button: **60 Second Saving Wizard** **NEXT**

Here is my process when I choose an offer:

- I do competitive research with [AdSpy](#)
- I test multiple offers
- I use my own two cents on what I believe will be a good offer
- I like to go to conferences and hear what the buzz is all about
- I mentioned earlier talking to your affiliate managers is huge
- I also like to buy campaigns and pay for expensive masterminds to learn about campaigns that are working right now!

Suppose you want to run a mortgage campaign in the United States. There are many different mortgage companies out there all sorts of payouts and from different advertisers.

I would pick two or three and test against each other to see which one performs better.

You may find the lower-paying offer actually converts better. We've seen this many times.

Sometimes things just don't convert well and testing multiple offers and seeing one is the convert better than the rest, then you know it's not you it's the actual offers.

3. What to do now

A. Get your offer links from your affiliate Network.

Pest Patrol



Your Tracking Link

https://link.ministerialist.com/aff_c?offer_id=22111&aff_id=221119

Tracking Link Options

☐ Generate TinyURL

☐ Impression Pixel

Share link:

Customize Your Tracking Link

Add Source

Add Creative

Add Sub IDs

Add Click ID

Add Unique

PEST PATROL
1-(800)-509-3915





Finally, An Easy Way to Rid Your House of Pesky Bugs & Rodents Without Traps, Poison Or Exterminators!

- ✔ It's as easy as 1,2,3... Just plug Pest Patrol into your wall outlet & it creates a sonic audio wave that immediately drives them away
- ✔ It's compact & convenient. This toxic free & eco friendly device is safe for your family and even your pets!
- ✔ No more setting clunky traps or spraying dangerous chemicals in your house. Stop paying for those expensive exterminators too!



Your All-In One Solution to Annoying Pests & Varmen

 **Pest Patrol is selling fast. Inventory is limited, but we've reserved your order for the next 5:00 minutes** 

Instantly Deal With All These & More...

Bed Bugs

Rats

Ants



Your 50% Discount Has Been Applied

Free Shipping On Select Orders

100% 60 Day Money Back Guarantee

50%
Discount



C. Researching the campaign



Top Affiliates will have a huge advantage before they launch because they've researched other media buyer's for a couple of weeks before the launch.

Did we decide on that traffic source an offer yet?

It's time to do the research

1. Spying

So, you talk to your affiliate manager and they recommended an offer. You've done some research and found some landing pages from other affiliates. If it's an offer that big brands run, you may have an untapped market of Landing pages to look at directly from the advertiser.

I like the tool [AdSpy](#); it will give you a significant return on investment just based on the time you will save.

2. Talk To Your Affiliate Manager

I mentioned this earlier but talking to affiliate managers is crucial. They are your eyes and ears inside the networks. Keep in mind, when you make and spend a lot of money on Traffic, they are making money. They want to help you, but you need to show them that you are for real and treat them with the utmost respect.

3. Researching the offer

[Russell Brunson](#) talks about funnel hacking which means pull out the old credit card and go through the entire offer by the upsells all the pages watch the VSL(Video Sale Letter).

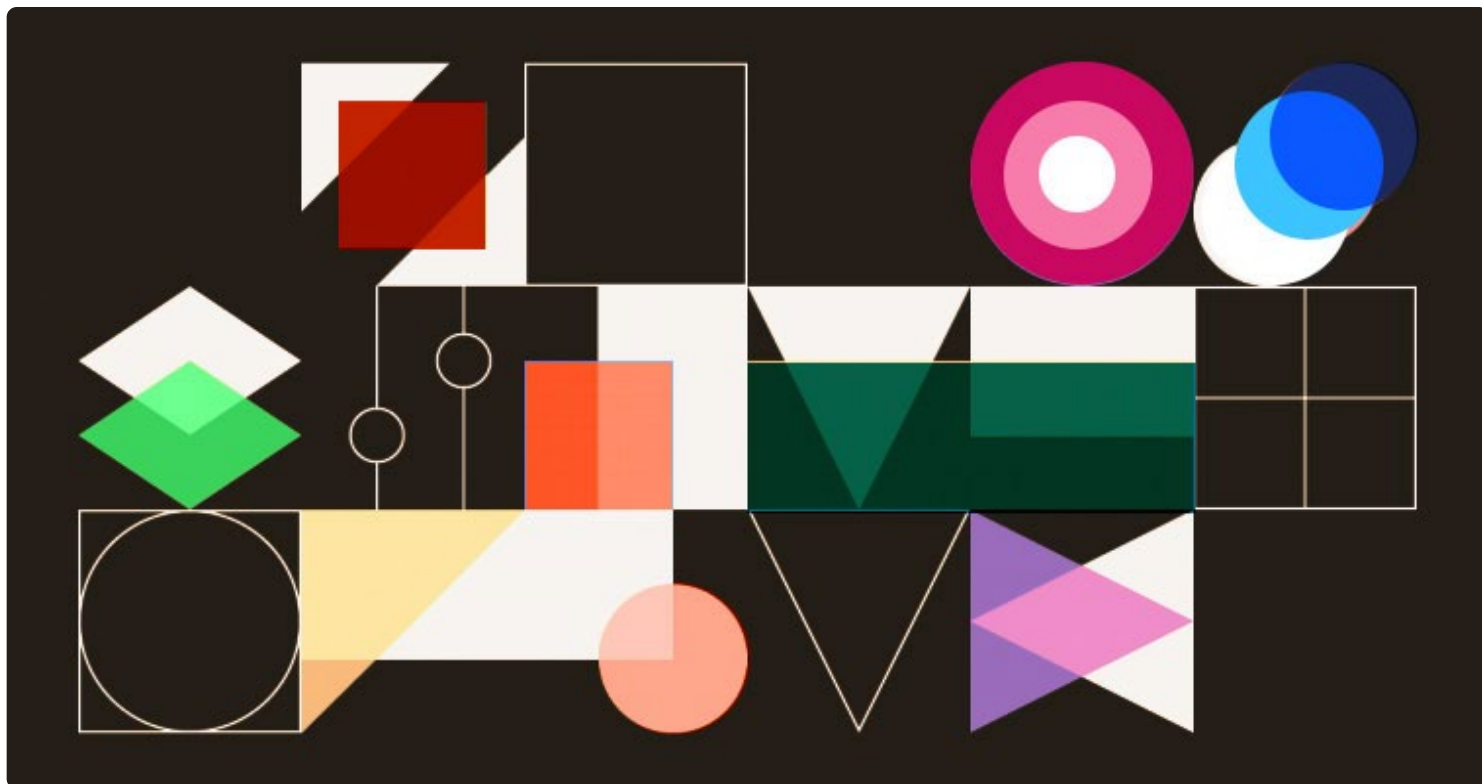
You can find a lot about an offer and get many creative copywriting tips from writing down all the words in a VSL. You can use a dictation website and play the VSL into a speaker and get the whole thing transcribed for you. Check this one out [Dictation](#).

4. Where to run the offer?

Sometimes networks have exclusive offers that only they have. Some offers are not exclusive and might be on multiple Networks.

As previously mentioned, split testing offers against each other from different affiliate networks is essential. Sometimes affiliate networks "scrub" some of the leads, or they are not tracking correctly.

5. Your creative stage



So what are the ads and the landing pages you intend on using? A lazy affiliate will skip this step and just swipe the competition's landing pages and ads.

If you go this route you will always be behind the top affiliates.

I would the following three steps:

1. Craft good headlines. brainstorm angles. and write good copy for your offer.
2. Find images that are creative.
3. Create your own landing pages.

It isn't easy to explain. To reiterate, keep a swipe file and come up with unique ads all around the internet.


If there's something that catches my eye, it must be good. I was running diet offers heavy a couple of years back and have a fantastic swipe of only diet offers and still reference it today.

Search

Adv. Search

Nov 19, 2018

Nov 19, 2018




Kürbissuppe: Die besten Rezepte

0


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Plista



Nov 19, 2018

Nov 19, 2018




Democratising impact: The origins of the Global Sustainability Trust

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Dianomi



Nov 19, 2018

Nov 19, 2018


"Sad And Bad For Economy If RBI Chief Resigns": Congress' Veerappa Moily

NDTV

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Taboola



Nov 19, 2018

Nov 19, 2018




Manchester Couple Earn £300 Per Day Going Here For 5 Minutes

0

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Mgid

Voluum



Nov 19, 2018

Nov 19, 2018




Break The Curse And She's Yours To Set Free

0


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Mgid



Nov 19, 2018

Nov 19, 2018




Apuliens Vorzeigerebsorte im Sparpaket

0


0

Plista



Nov 19, 2018

Nov 19, 2018



Question?

Keep in mind inspiration can be found anywhere.

Remember, this is a profession that takes practice and experience. Over time you will develop a keen eye for things that work. You will likely know what's going to be successful before it even launches.

6. Your Ads



Time to brainstorm your ads and angles.

1. Based on your angle design a set of ads.
2. Follow the step-by-step Facebook Ad manager

7. Your landing pages

1. Design that landing page in the Landing page builder. Refer back to the Landing page section above.

8. Setting up the back end



Here is a video on that:

[Click Here](#)

Don't worry setting up the pixel only takes a few minutes. The Facebook pixel might sound scary; however, it is surprisingly easy to work with and taps your campaign into Facebook's artificial intelligence.

The Facebook Pixel Helper works in the background to look for conversion or Facebook pixels and provide real time feedback on whether or not it's been installed correctly. A small number will appear on the Facebook Pixel Helper icon to indicate a number of pixel events. When clicked, a panel will expand to show a detailed overview of the page's pixels, including warnings, errors and successes. Learn more about using Facebook pixels here:

<https://developers.facebook.com/docs/marketing-api/facebook-pixel>

Facebook Pixel Helper

Standard events best practices

Events are actions that happen on your website, either as a result of Facebook ads (paid) or organic reach (unpaid). Standard events within the Facebook pixel code enable you to track specific events, optimize for conversions and build audiences.

Simply copy the code for type of event you want to track and add it to the Pixel base code on the relevant page of your website. Learn how to install the Facebook Pixel.

Below are important tips and best practices for using standard events:

Standard event codes are case sensitive, so be sure to copy the code snippet exactly as it appears. For example, the standard event code for tracking page views is `fbq('track', 'ViewContent');` as shown in the table below. If you accidentally add `fbq('track', 'viewcontent');` to one of your web pages instead, you'll see an event called `viewcontent` show up in your ads reporting as a custom event rather than a standard event. Learn about the difference between standard and custom events.

For the standard event "Purchase", we recommend setting the value and currency to better reflect your conversion. Learn about setting the value and currency of your conversions.

Add a full funnel of events (ex: ViewContent, AddToCart and Purchase) to capture all relevant purchase actions. For example, if you sell toys on your website, you would place the corresponding standard event code on your add-to-cart page and purchase page.

(Presell Page) Lead	fbq('track', 'Lead');
(VSL Page) View content	fbq('track', 'ViewContent');
(Add To Cart Page) Add to cart	fbq('track', 'AddToCart');
(First Upsell Page) Purchase	fbq('track', 'Purchase');

Standard event example

See below for an example of what your website code will look like with standard events installed.

1

2

3

```
<head>

--- other website code ---

<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');

fbq('init', '1234567890');
fbq('track', 'PageView');

fbq('track', 'AddToCart');

</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->

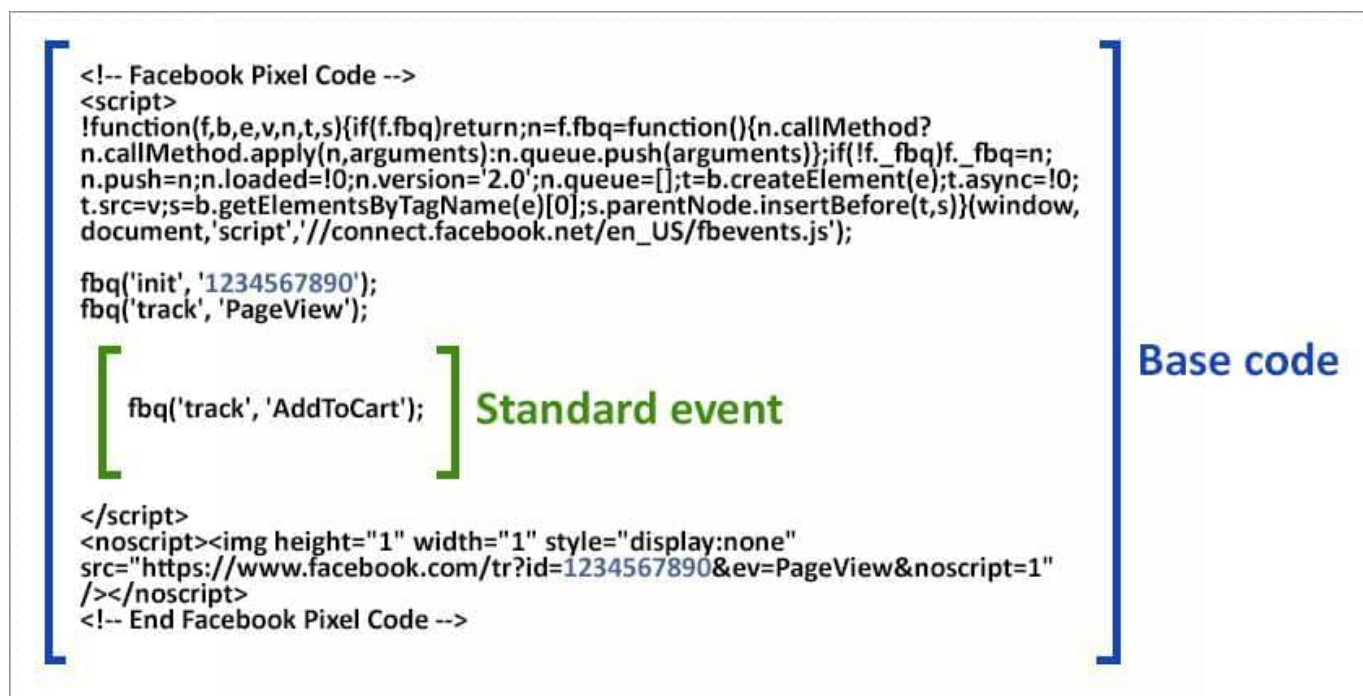
</head>
```


1. Your website's original code: Paste the Facebook pixel code between the `<head>` and `</head>` tags of your web page. You may already have other existing code between the head tags, so just place the pixel code underneath that, but above `</head>`.

2. Your Facebook pixel base code: Your Facebook pixel code will look like the diagram above, except your pixel ID will be different from 1234567890.

3. Your standard event code: Within your Facebook pixel code, above the `</script>` tag, paste the standard event code that's relevant to your page, such as the Add To Cart code. You'll need to do this for every page you want to track.

The key here is that every page of your website should have everything that's enclosed in section 2 (the base code), but different pages will have different snippets of code for section 3 (standard event code). See below for another example.



It is extremely important to place your pixel as soon as it's created, you won't be able to use custom audiences for a few weeks on new ad accounts.

After Copying and pasting your the Facebook pixel a notepad, you'll want to add an "event" to it in order to determine what you're actually tracking.

You would, for example, place an extra snippet of code to the pixel when someone land on your presell page, VSL, adds to cart or purchases.

9. Back end campaign strategy

You're going to want to segment your traffic

Here's an example:

You're going to want to separate out mobile and desktop traffic and if you're running on Facebook Instagram traffic as well.

Here are a couple ways to go about it:

1. Segment before

Audience

NEW AUDIENCE ▾

Custom Audiences ⓘ

Add Custom Audiences or Lookalike Audiences

[Exclude](#) | [Create New ▾](#)

Locations ⓘ

People who live in this location ▾

United States

📍 Chicago, Illinois

+ 50mi ▾

📍 Include ▾

Type to add more locations

Browse

[Add Locations in Bulk](#)

Age ⓘ

31 ▾

-

35 ▾

Gender ⓘ

All

Men

Women

Languages ⓘ

English (US) ×

English (UK) ×

Enter a language...

In the image above when I launch campaigns on Facebook I like to put different age groups for example 21 to 25, 25 to 30, 32 to 34 etc.

Usually, within a few days of running you can tell which age group is performing better.

2. Segment after

From the Example above we are breaking down the age groups first.

Locations ⓘ

People who live in this location ▼

United States

Chicago, Illinois

+ 50mi ▼

Include ▼

Type to add more locations

Browse

Add Locations in Bulk

Age ⓘ

18 ▼ - 64 ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

English (US) ×

English (UK) ×

Enter a language...

Broad age targeting everyone puts everyone in a large group. Then you create groups after the test by looking at the breakdowns tab.

1 Selected ×

Ads

1 Selected ×

View Setup

By Time

By Delivery

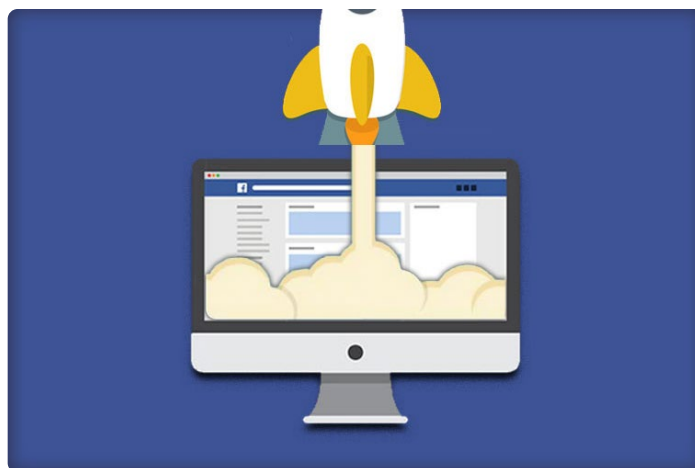
By Action

Breakdown ▼

Reports ▼

Link Clicks	CTR (All)	CTF (Link Click)	Unique CTF (Link)	Outbound C (Click)				Referrals	Cost per Purchase	CF Impr
—	—	—	—	—	—	—	—	—	—	—
—	—	—	—	—	—	—	—	—	—	—
—	—	—	—	—	—	—	—	—	—	—
2	3.91%	0.78%	0.78%	0.78%	0.78%	3.91%	—	—	—	\$
4	2.54%	2.03%	2.04%	2.03%	2.04%	2.55%	—	—	—	\$
2	3.06%	1.02%	1.03%	1.02%	1.03%	2.05%	—	—	—	\$
4	4.51%	1.39%	1.41%	1.39%	1.41%	4.23%	—	—	—	\$
12 Total	3.63% Per Im...	1.28% Per Im...	1.29% Per Pe...	1.28% Per Im...	1.29% Per Pe...	3.45% Per Pe...	— Average	— Total	— Per Action	\$ Per 1.

10. Launching the campaign



1. You want to start off of the low budget around \$5 to \$20 and make sure everything is tracking properly.
2. Set your initial bids. Sometimes it makes sense to bid higher than the minimum to get access to better quality Traffic.
3. Launch. The internet runs 24/7. Launching in the middle of the night is usually okay. I like to set launch times for around 4 a.m. eastern standard time.

11. Double check your campaign



I would plan on double-checking your campaign before you launch it.

Please make sure all the links are working and tracking properly before you send live traffic to it.

It's easy to hit the pause button if things aren't working properly.

Is everything tracking properly?

Throughout the whole process, clicks get tracked.

Traffic source > Click Tool > Landing Page > Affiliate Network

You want to make sure your links are working.

1. Check your traffic source to see if the clicks are tracking
2. Check your affiliate network for clicks.

If you want to do a test conversion, ask your AM to fire a test conversion.

A test conversion should show a lead or purchase on your pixel.

You want to start with a low budget just in case something isn't right.

It would be a crappy morning if you woke up, and the Traffic source spent \$500 or more, and you had zero conversions. It's happened to me.

For example, you may want to set a \$50 budget if you're getting \$20 conversions. If your campaign is setup correctly after a \$50 spend, you should hopefully get at least one conversion.

Next actions

- 1. Launch your campaign
- 2. Check the tracking make sure it's working properly
- 3. Get that first conversion or sale



Chapter 12: Who we use for Tracking

Chapter 14: How to Optimize Your Campaign





14. HOW TO OPTIMIZE YOUR CAMPAIGN

OPTIMIZING YOUR CAMPAIGNS



Optimization is a art form, I like to use the analogy that if you give 3 accountants the same exact information for taxes you will inevitably get 3 separate numbers in the end with the same laws and them all being CPAs, it's like that for optimization it not an exact science, you will have to develop you own skills and style that works for you - Brian



Now we begin with the fun stuff.

The secret sauce to making money is optimization.

Optimization separates the professionals from the amateurs in terms of making a profit.

You can have the best ads and landing pages globally, and you will find that people like to "swipe" them.

But what makes you unique is how you optimize and run traffic.

People can't spy on how you performance media buy.

These tactics are typically revealed only for paying students.

There have been times along the way when I've lost money out of the gate and was unsure what to do next.

With practice, you will find ways to make that campaign profitable through optimization.

You will develop this skill and take a losing campaign to one that is making money.

The majority of your campaigns will start unprofitable.

When you first launch a campaign, you will use all your knowledge and spy tactics to get something close to working, hopefully.

The truth is that if you don't get the data to back up your theories, you don't know what the customer wants.

1. The first thing you need to do is launch a campaign.
2. Then you're most likely going to lose money while you're "buying data"
3. Analyze the data
4. Split tests or run experiments to get your campaign profitable

<input type="checkbox"/>	Ad Set Name	Ends	Schedule	Location (Ad Set Settings)	Age (Ad Set Settings)	Gender (Ad Set Settings)	Impressions	CPM (Cost per 1,000 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-Through)
<input type="checkbox"/>	US - 21+ - Copy	Ongoing	Sep 30, 2018 - Ongoing	Chicago	24 - 35	All	20,086	\$12.98	50	\$5.21	0.25%
<input checked="" type="checkbox"/>	US - 24-35	Ongoing	Sep 27, 2018 - Ongoing	Chicago	21 - 24	All	28,112	\$10.37	112	\$2.60	0.40%
Results from 2 ad sets							48,198 Total	\$11.46 Per 1,000 im...	162 Total	\$3.41 Per Action	0.34% Per Impre...

Which one looks like it's more profitable?

In your campaign, you will want to look at many different parts and compare what makes the campaign make money or lose money.

Let's imagine you're an appliance salesman, and you are not getting outstanding results when you're first starting.

- ❖ You can test different ways of closing the sale.
- ❖ You can test different approaches when you walk up to people.
- ❖ You can even test your clothing you wear to see if that makes a difference.

There's an aggressive approach or laid-back approach, for example.

You're doing your testing to see what works and what doesn't; that's the key, and in Affiliate Marketing, you must keep testing.

The name of the game is to test and get profitable before you run out of money.

A big newbie mistake is to think you will be profitable from the get-go, and you typically run out of money before buying enough data to know what works.

Losing money is not something that you need to worry about. It would be best if you considered that it's a tool to buy data.

We mentioned earlier; you need to put a budget aside for testing and not become attached to that money.

You will find over time that you build campaigns, not discover them.



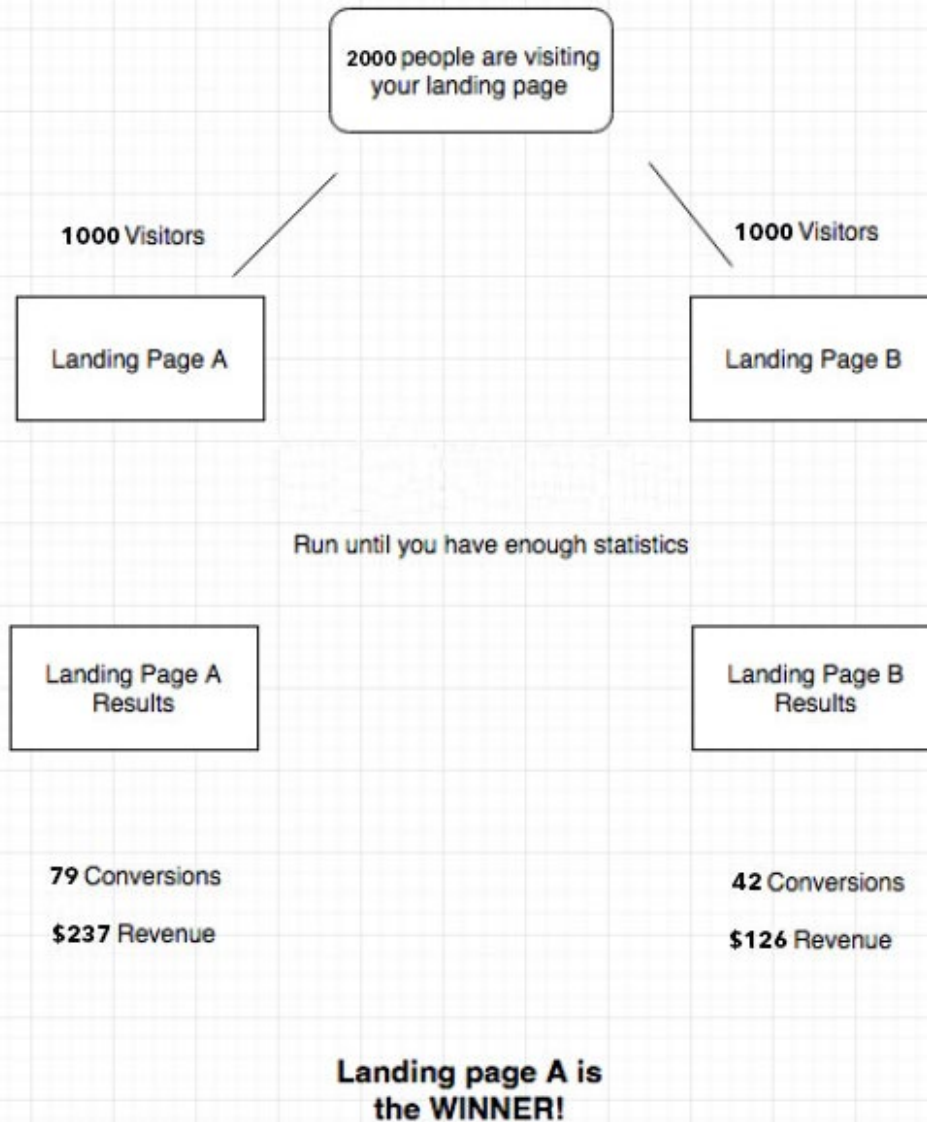
Throwing stuff against the wall and hoping it sticks, it's not the way to approach Affiliate Marketing.

1. You're not really learning anything. If you happen to hit a profitable campaign, it was sheer luck, and most likely, competitors will be doing the same thing.
2. You're not mastering a niche. You're going to want to master a niche and become one of the top affiliates in that niche.
3. The top affiliate in every niche makes the most money.
4. Don't overlook potential gems. We've had campaigns that started off negative and turned into a 100k months.

Optimization is where you just test out certain parts of the campaign until you figure out what the audience really wants and slowly over time it will become more profitable.

Here's an example:

Landing Page Split Test

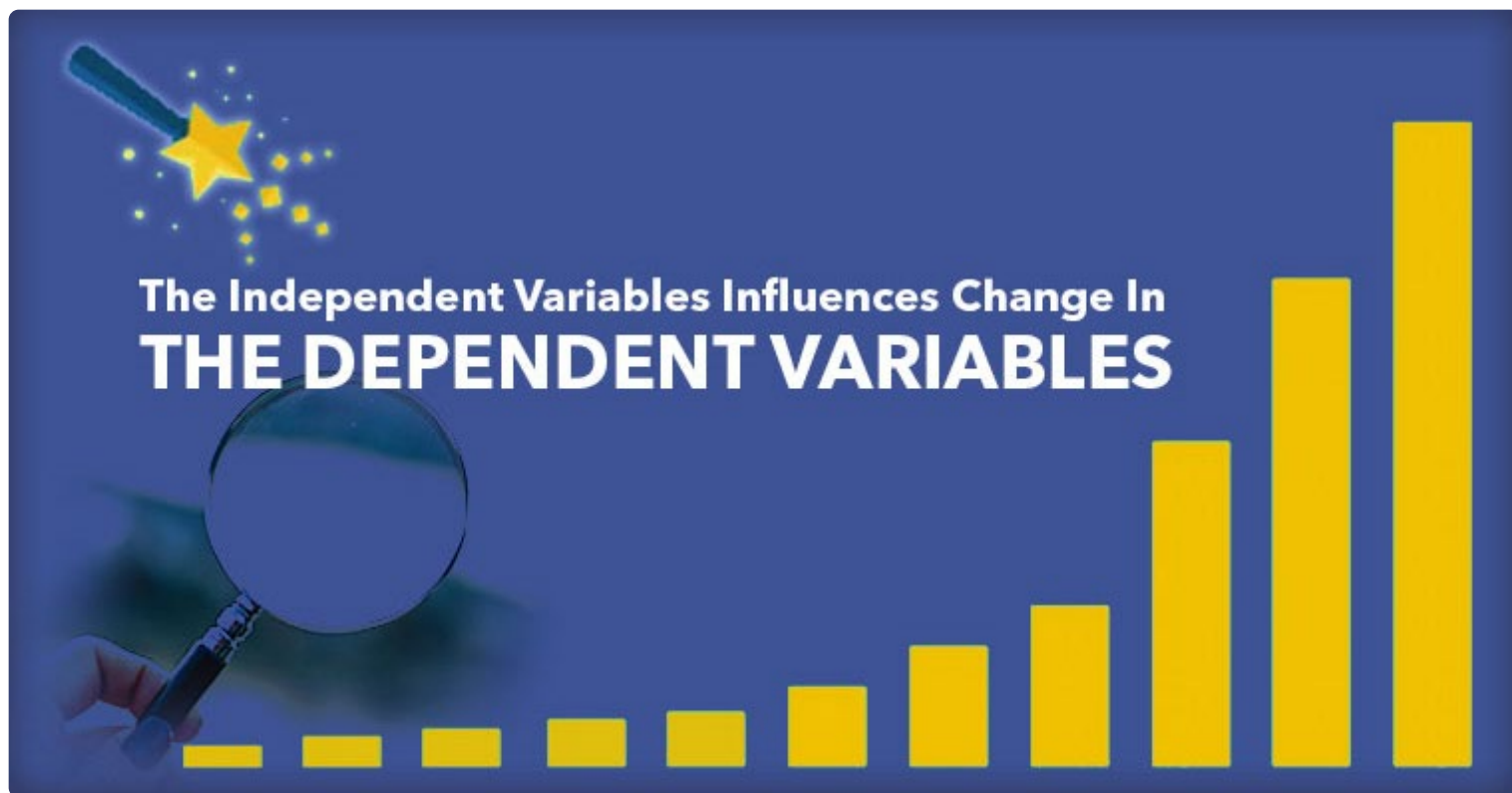


My top 3 Optimization Rules

1. Test one variable at a time as a newbie

Think of your high school science class.

I can remember a pretty simple test A vs. B. If you test too many things you really don't know what's causing the change.



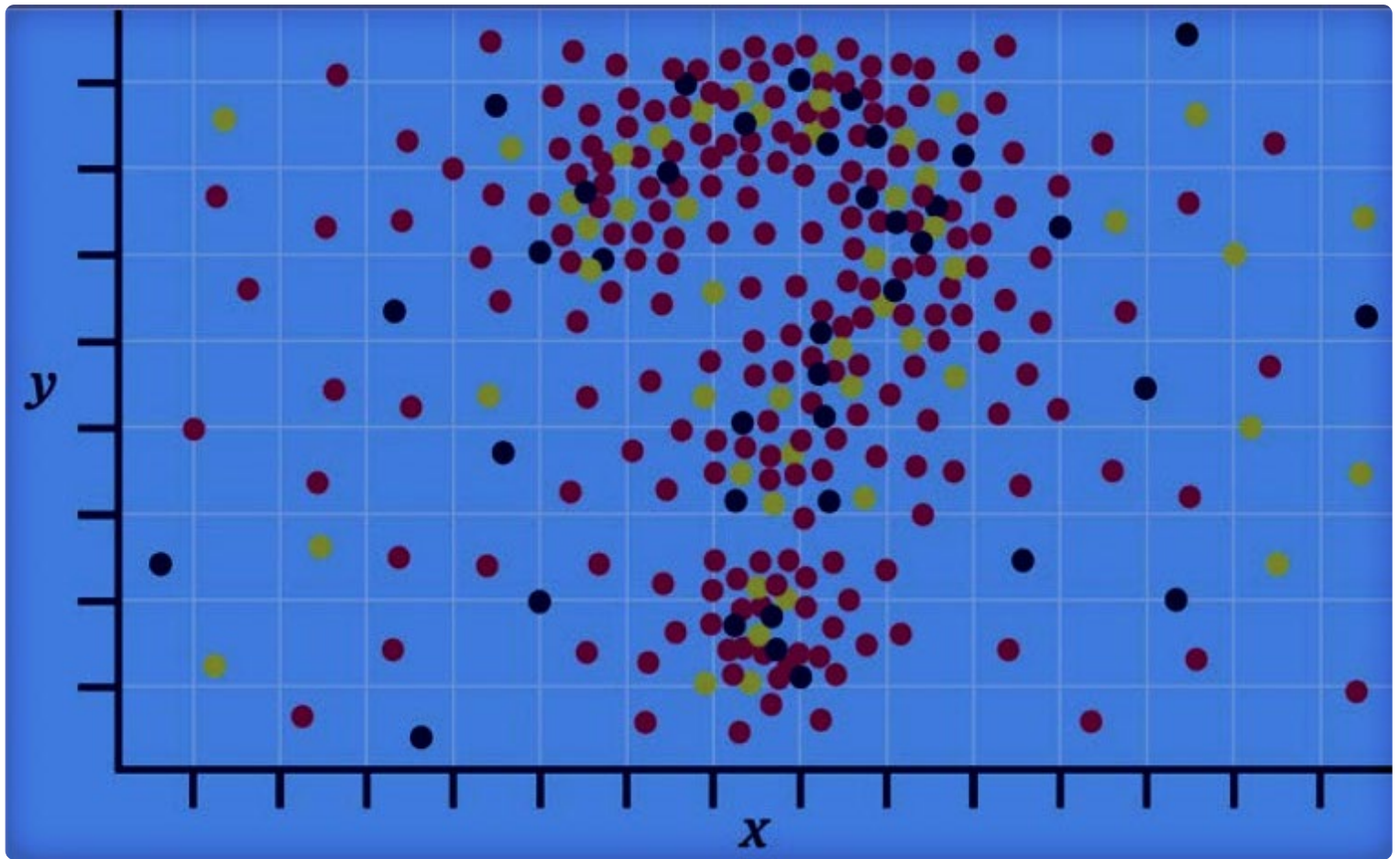
Let's not overthink this. Remember earlier we said to test the offer on the Landing page headline, for example, while keeping everything else the same.

More advanced affiliates can do things with different software, like multivariate testing. We talk more about this in advanced training.

2. Make sure your data is valid statistically.

If you roll the dice 2 times and you land on 1 both times does that mean it's going to hit on one every time?

The answer is obviously no.



If you roll the dice enough times you'll see a 6, 5, 4 etc., and likely average one 16% of the time. (1 divided by 6)

This is what we call statistical significance. With enough rolls you will start to get an accurate data sample.

We need to make sure when we run that we are getting accurate data and a large enough sample.

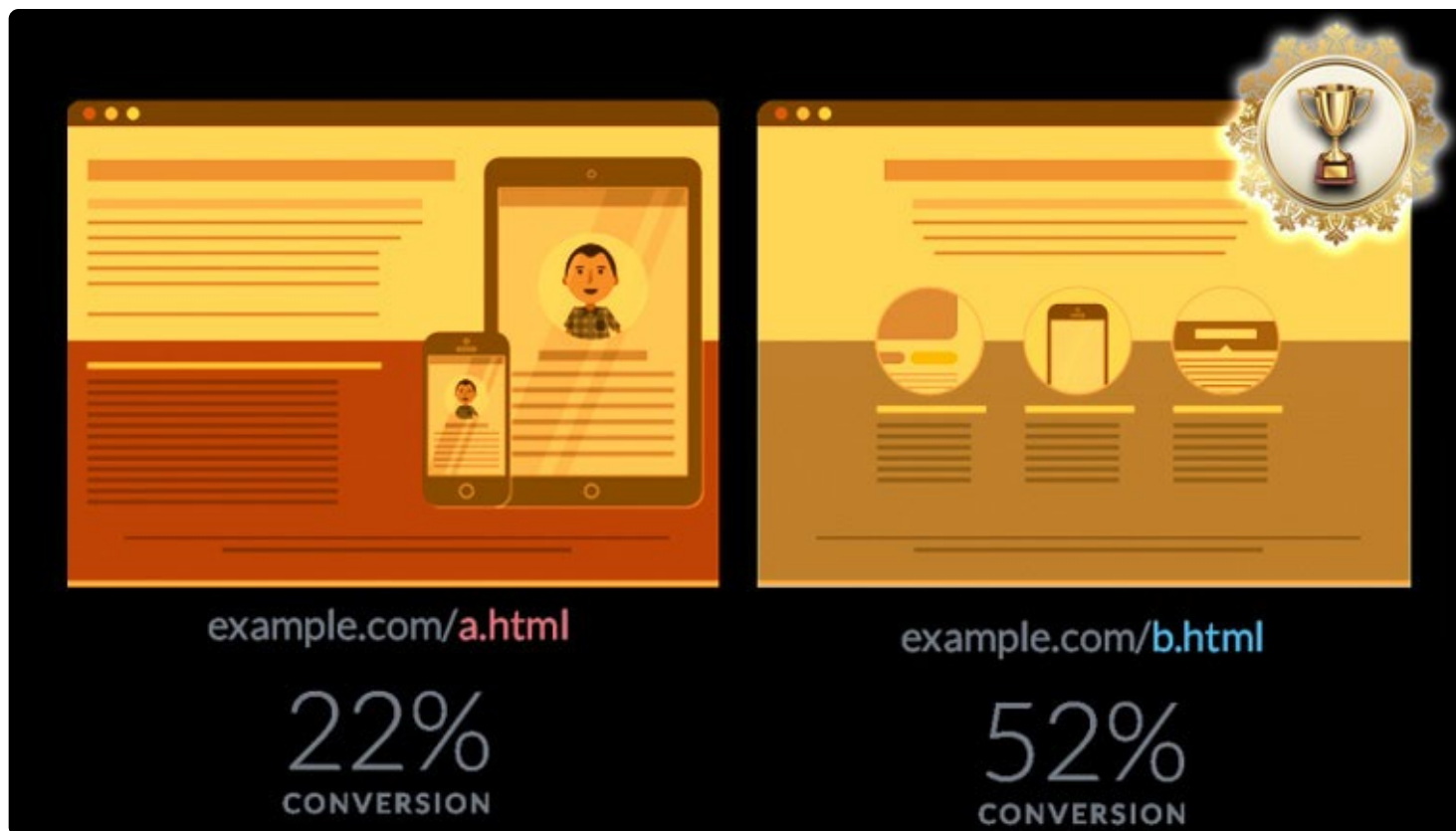
3. You need to focus on what is having the most significant impact.

Companies like Amazon test things like call to action buttons on a grand scale.

For Affiliate Marketing purposes, something like the call-to-action button could make a difference, but more than likely, something like a good headline or hook will make a greater difference.

You are focusing on making the most significant difference from the beginning to narrow down your split test.

You want to create systematic lists over time, starting with the offer, headline, image, and Landing page. Not necessarily in that order but over time to develop this skill set.



Generally, when you have a larger budget you can run more tests

Let's look at an example of a \$1,000 a month budget. Landing page builders are \$100 a month.

That leaves you \$900 for a testing budget. If you're running on expensive Traffic like Facebook, you could be paying \$2 per click, and that's only about 450 clicks.

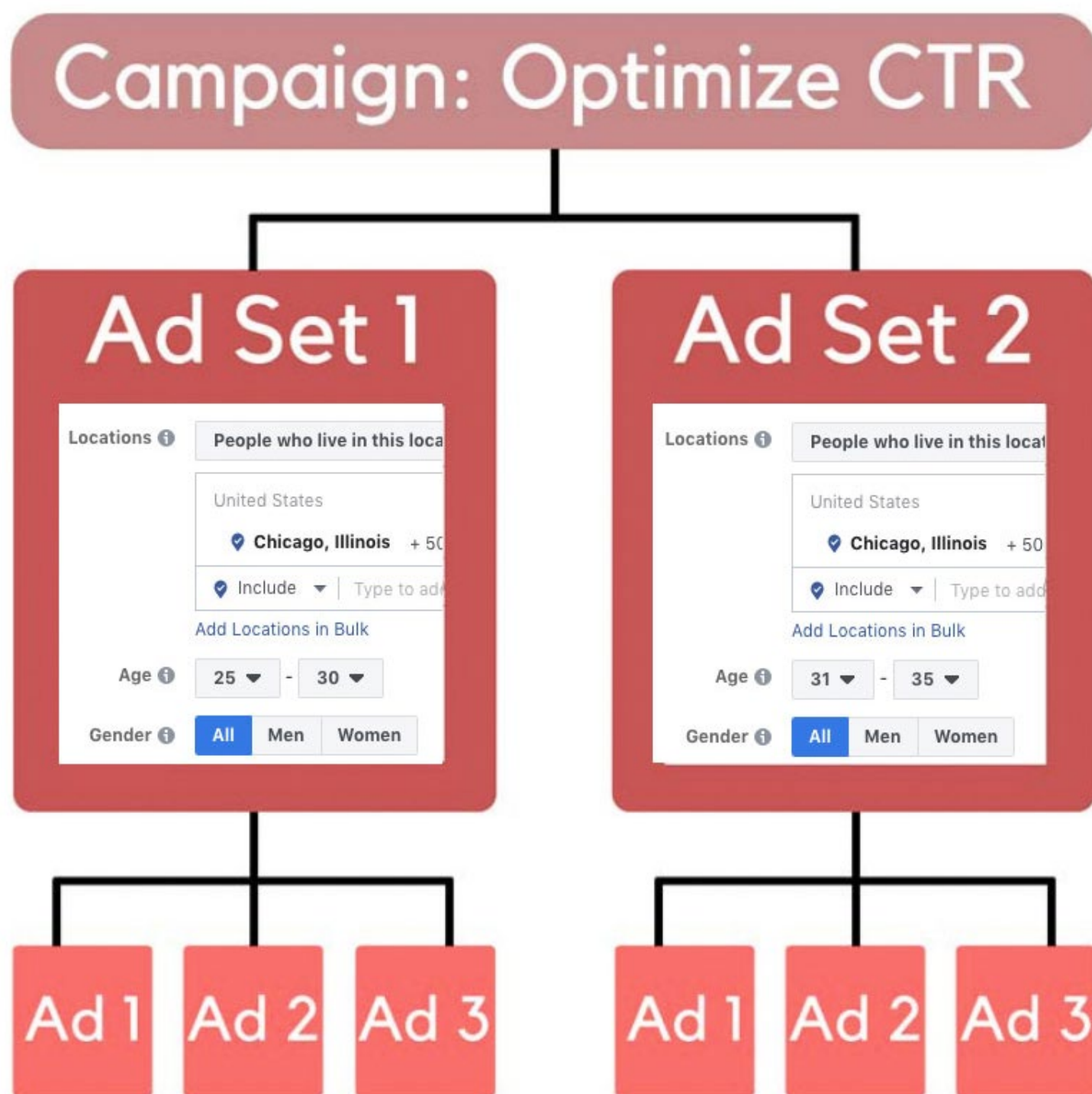
It will be tough to pull a significant split test and optimization with only 450 clicks.

Some options are lower paying offers with lower cost per click, or increase your budget.

Let me give you some examples of split test in affiliate marketing.

1. I like to start with age groups when I advertise.

When I'm promoting a New Year's Event or Halloween event, I start with age groups to figure out which one's the most profitable.



The above example is a super basic split test ages, 25 to 30 versus 31 to 35.

The control variable = I would keep the same, or the controlled variable are the images and ad copy.

The independent variable = are the ages on testing (what I changed).

The dependent variable = is the value that changes when you get the new data. For example, you will want to look at the click-through rates, the cost per click, and the profit.

In My New Year's example event sample, I'm testing:

- ❖ 21-25
- ❖ 26-30
- ❖ 31-35

That pretty much covers my age demographic for the event. Of course, some youngsters might try to sneak in with a fake ID, or some couples who are older than 35, but the bulk of my attendees will be in that age range. (I know from past experience)

So far in my recent campaign, the 26 to 30 range is winning the race.

One important thing to remember here is if you're not making money at this stage that is okay.

You are trying to find which segment is the most profitable. Once you determine a profitable segment, you can test other variables such as ad copy, angles, offers, landing pages, etc.

All this in an effort to get the campaign profitable.

In the above example I may spend the majority of my money on conversion traffic in the 26 to 30 age range. (Conversion Traffic is the most expensive traffic typically, these are potential people that are the most likely to convert)

See it's really not that complicated.

2. Testing mobile campaigns operating systems



I've launched many mobile campaigns depending on the offer typically Apple or Android will perform better.

I can remember running a mobile antivirus campaign that performed very well on Android, but did not perform well on Apple iOS.

I recently ran a direct link campaign that performed very well on Apple and lost money on Android.

Something you should split test on mobile only affiliate campaigns:

There are hundreds of optimization tests you can do.

As a beginner focus on these three:

- ❖ Split test the offers
- ❖ Test out different landing pages
- ❖ Try different ads and angles

These are typically your most important elements for all your new campaigns.

It's going to come down to how much budget you have versus how many tests you can run.

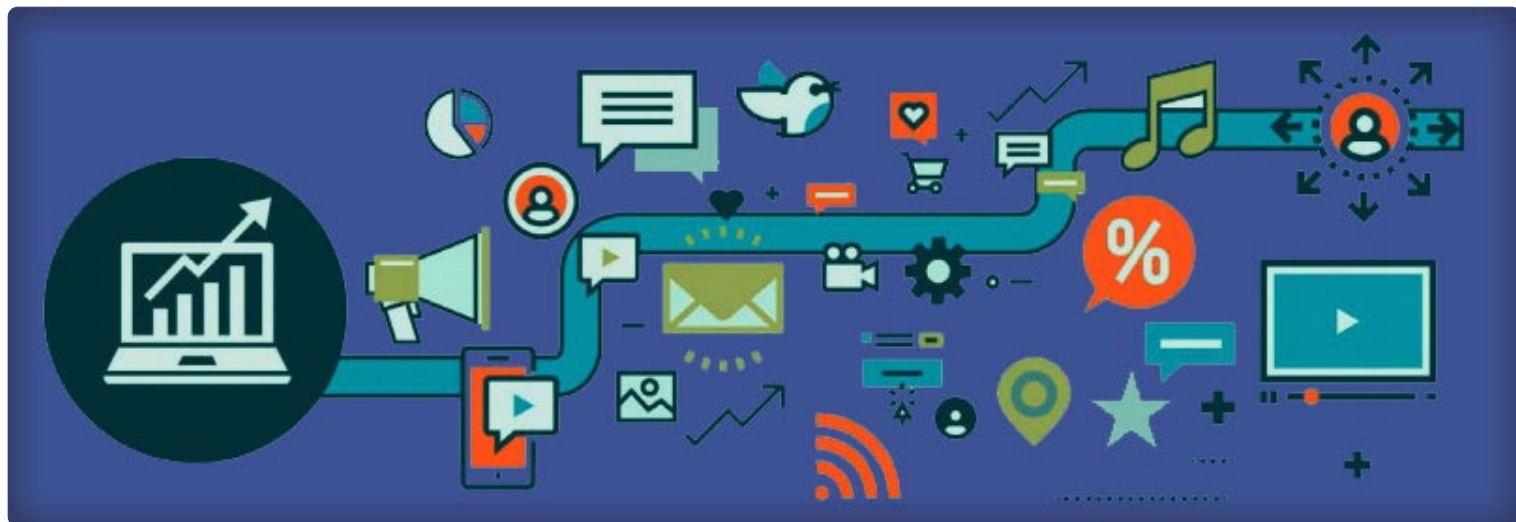
We have a large budget team. I have spent upwards of \$20,000 to find out if a campaign can be profitable.

The more offers you test, the more chances you have of getting a profitable campaign.

Is this all making sense?

If you have a limited budget your plan has to be strategic.

List of Optimization Variables



Variables are one section that gets a little bit more complicated.

We launched campaigns before that I've lost a hundred percent out the gate, but we saw some conversions. So, at the point, we know that the offer is valid.

Let's look at the list of some things we can test.

1. Offers
2. Ads
3. Angles
4. Site IDs / Site placements
5. Landing pages
6. Countries
7. Week parting
8. Day parting
9. Mobile elements
10. Bidding Prices

Work on the elements of the most important and that should be the order for your split test.

Depending on the traffic source, your testing priority may change. Facebook is much different than a lot of Mobile Traffic sources.

For example, you can test males vs. females on Facebook, but you can't on a mobile network.

My mindset when I optimize campaigns



We had a recent example that I want to share with you. One of my media buyers was testing offers on ClickBank with Facebook Traffic. He found an offer that was about minus 100% ROI out of the gate.

He stuck with it for about four days until he had it breaking even. In one week, it was making \$2,000 a day, and now we have it in multiple business managers making around \$5000 a day.



He did minimal split testing, and we are improving on that every day.

The first day like I mentioned before, we were testing the offer.

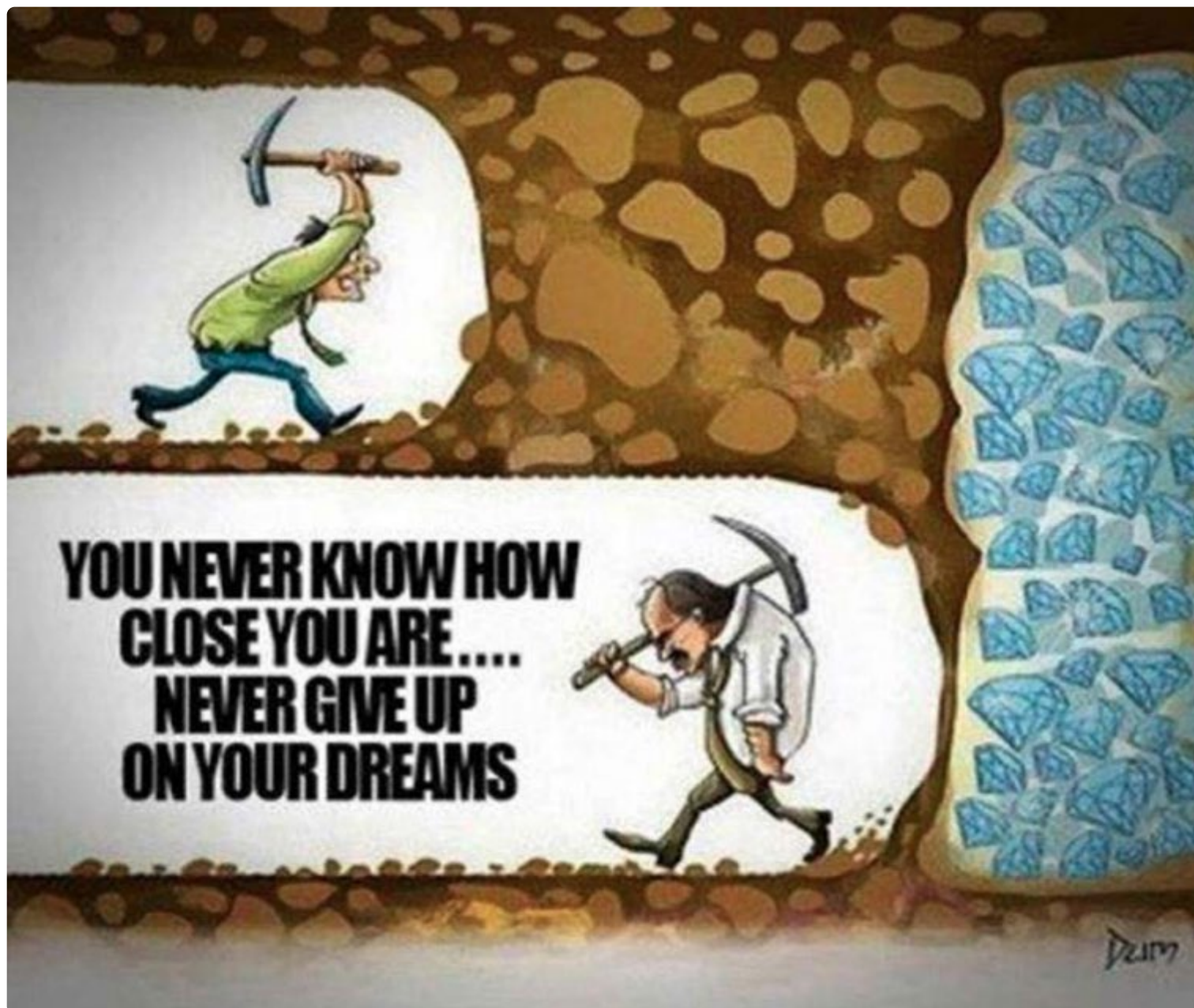
We had some conversions, so we knew the offer had potential.

We changed some things with the images and the ad copy.

We started with some test directly linking to the Video Sales Letter(VSL) and then ran some tests with Landing pages. (You really can't direct link to a VSL anymore. You will need a pre-sale page, also called a bridge page). All the direct links were working, but over time we found the Landing page more effective.

Once we figured out the best option, we started split testing components of a Landing page.

The result at the time of this writing, we crushed the 300K month!!



I love this image

Here is a Recap:

- 1. The secret sauce to every campaign is the optimization.
- 2. When optimizing you should focus on what makes the biggest impact.
- 3. There are so many variables to choose from, start out with the most important.



Chapter 13: The Launch!

Chapter 15: What’s your Starting Strategy

Progress Bar





15. WHAT'S YOUR STARTING STRATEGY

AFFILIATE MARKETING STRATEGY FOR BEGINNERS



I remember when I first started, I was so overwhelmed with so many offers and traffic sources. I really had no idea where to start, I went the route of throwing more money at information and not taking any action, don't make the same mistakes I made, pick an offer, pick a traffic source, and take action, you need to learn by doing in this business - Brian



Over time you'll realize there's a big difference between the guys who make \$100 a day, \$1,000 a day, and \$10,000 a day.

If you want to take your game to the next level, you will need to learn how to focus on the big picture.

Let's talk about some high-level strategies.

Picking The Right Offer



When I first started in affiliate marketing, I was overwhelmed with the number of offers on traffic networks and affiliate networks that I honestly just put up a block in my head. There is a quote: "A confused mind does nothing."

That is true for me anyway; when I don't 100 percent understand how to do something, it's a lot easier for me to procrastinate and find something else to do.

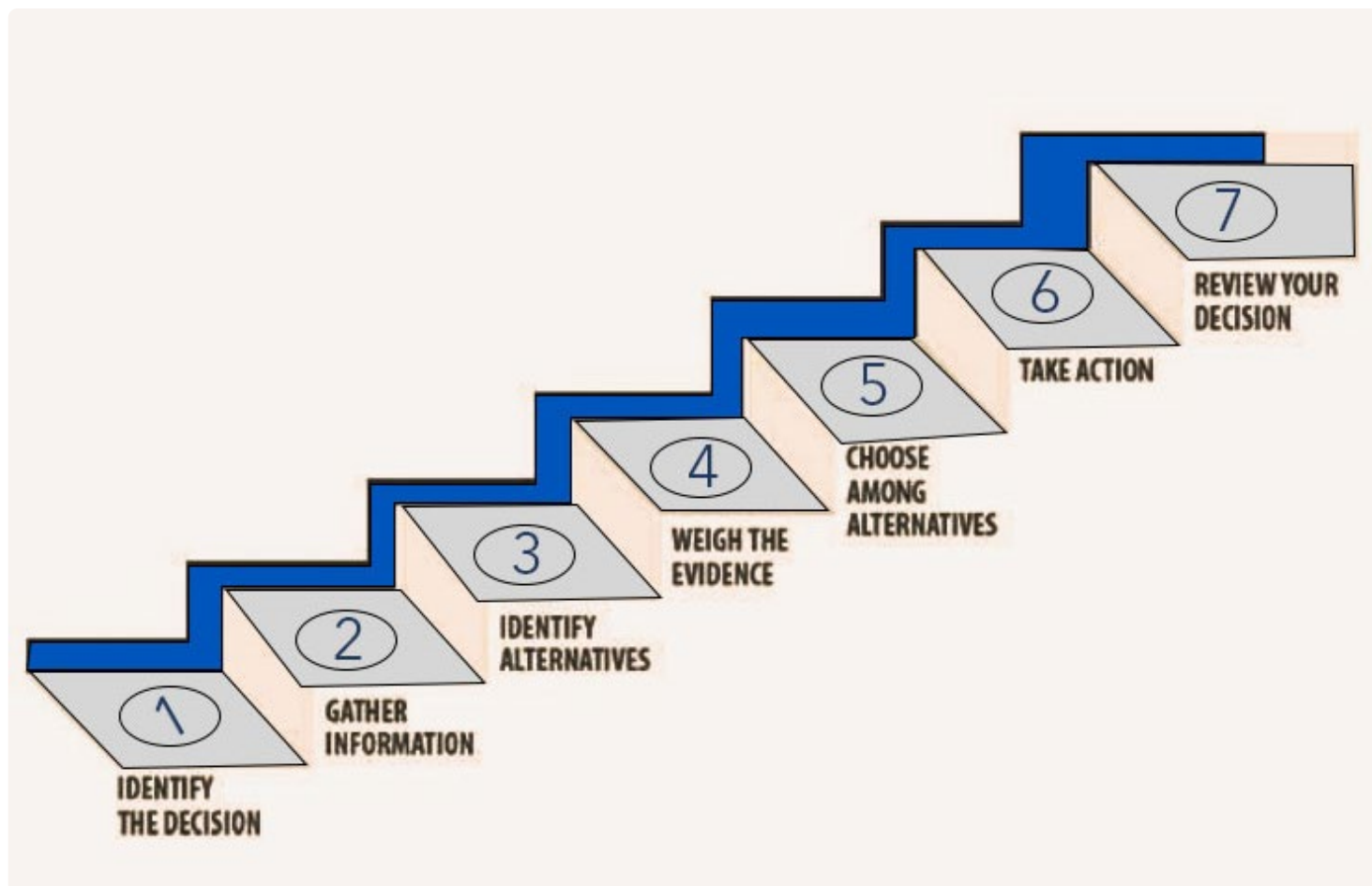
When I first started, I had a minimal budget of approximately \$1,000. I remember talking to some other affiliates at a meet-up to get an idea of what they were running.

I thought high payout was the way to go, but then I remember my first successful campaign was around a \$10 payout.

See, these affiliate managers may tell you the most popular offer on the network, but that offer could be a little bit more advanced than your skill level.

It's also possible if it's a \$50 payout, and you happen to break even on the offer from the start, you're only getting 20 conversions; it's tough to optimize at that level

Is this making sense?



I'd like to go back and put myself in the shoes of when I was a newbie. I try to think about how you must be feeling at this point.

1. Keep in mind that every offer isn't perfect for your level of skill and knowledge. There's a pretty good chance that the top Affiliates that are getting the top results have access to tools, manpower, and the traffic sources that a newbie affiliate might not.
2. In the above example, the offer payout doesn't matter as much as you think. I have made close the 10K profit in a day with an offer that paid out \$10 before. If you're getting cheap clicks and the traffic's converting then you can make profit at a lower payout.

The best thing to do a split test offers and let the numbers speak for themselves.

The main idea here is you can really learn affiliate marketing.

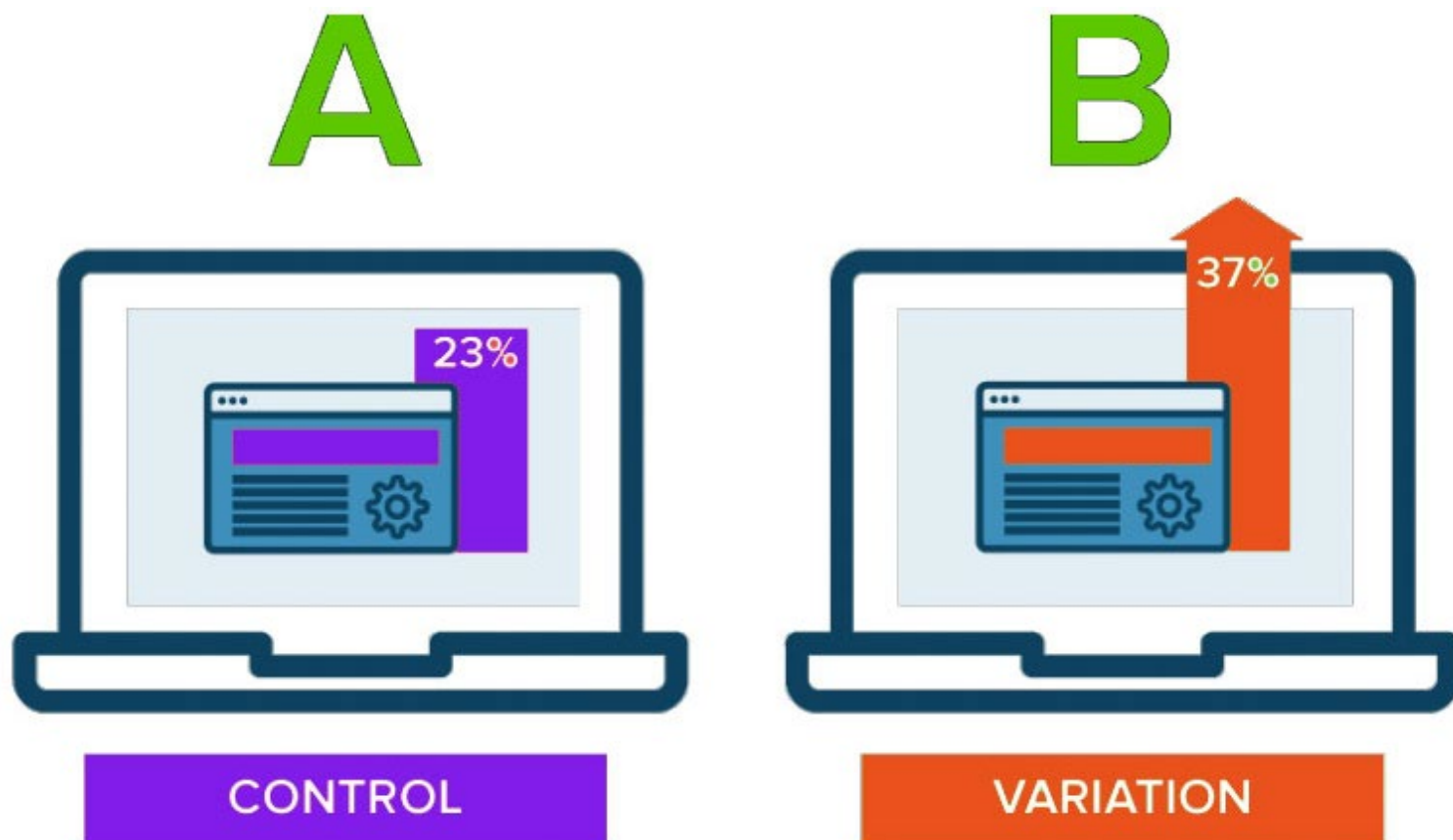
Let me give a real-world example from the data above:

If you run an offer at the pace of \$50 payout and you have \$1,000 to spend and you happen to break even on conversions.

A total of 20 conversions will not be enough even to do a single split test.

Your budget is a thousand, and you run an offer that has a \$0.50 payout.

How many conversions is that? 2000. We mentioned statistical significance earlier. Two Thousand is a lot more conversions, and you can get an excellent split test.



Just like any professional sport, there are different levels of Affiliate Marketing.

The more you practice, the better you become.

Are you catching my drift?

In the beginning, I would recommend you aim for a low payout offer so you can get a lot of data for your budget.

Some ideas are:

- ❖ Games
- ❖ Simple Lead Generation Offers
- ❖ App installs

You're not going to want to swim with the affiliate sharks!!!



Have you ever heard the saying, "if you're sitting at a poker table and within fifteen minutes if you don't know who the fool at the table is, then you're the fool"? In this world, just like in any world, there are multiple tables you can sit at in a casino, but the last thing you want to do is sit down with Phil Ivey, Daniel Negreanu, or Doyle Brunson.

You want to sit down at a table with many amateurs who have a lot of money and might be drinking.

You can see my point here if you're trying to make money.

Russell Brunson first introduced the red versus blue ocean strategy in one of his books.

Red Ocean Strategy Focus on current customers	Blue Ocean Strategy Focus on noncustomers
• Compete in existing markets	• Create uncontested markets to serve
• Beat the competition	• Make the competition irrelevant
• Exploit existing demand	• Create and capture new demand
• Make the value-cost trade-off	• Break the value-cost trade-off
• Align the whole system of a firm’s activities with its strategic choice of differentiation <u>OR</u> low cost	• Align the whole system of a firm’s activities in pursuit of differentiation <u>AND</u> low cost

Here is great video on this Red vs Blue Ocean Strategy.



So how is this concept relevant to affiliate marketing?

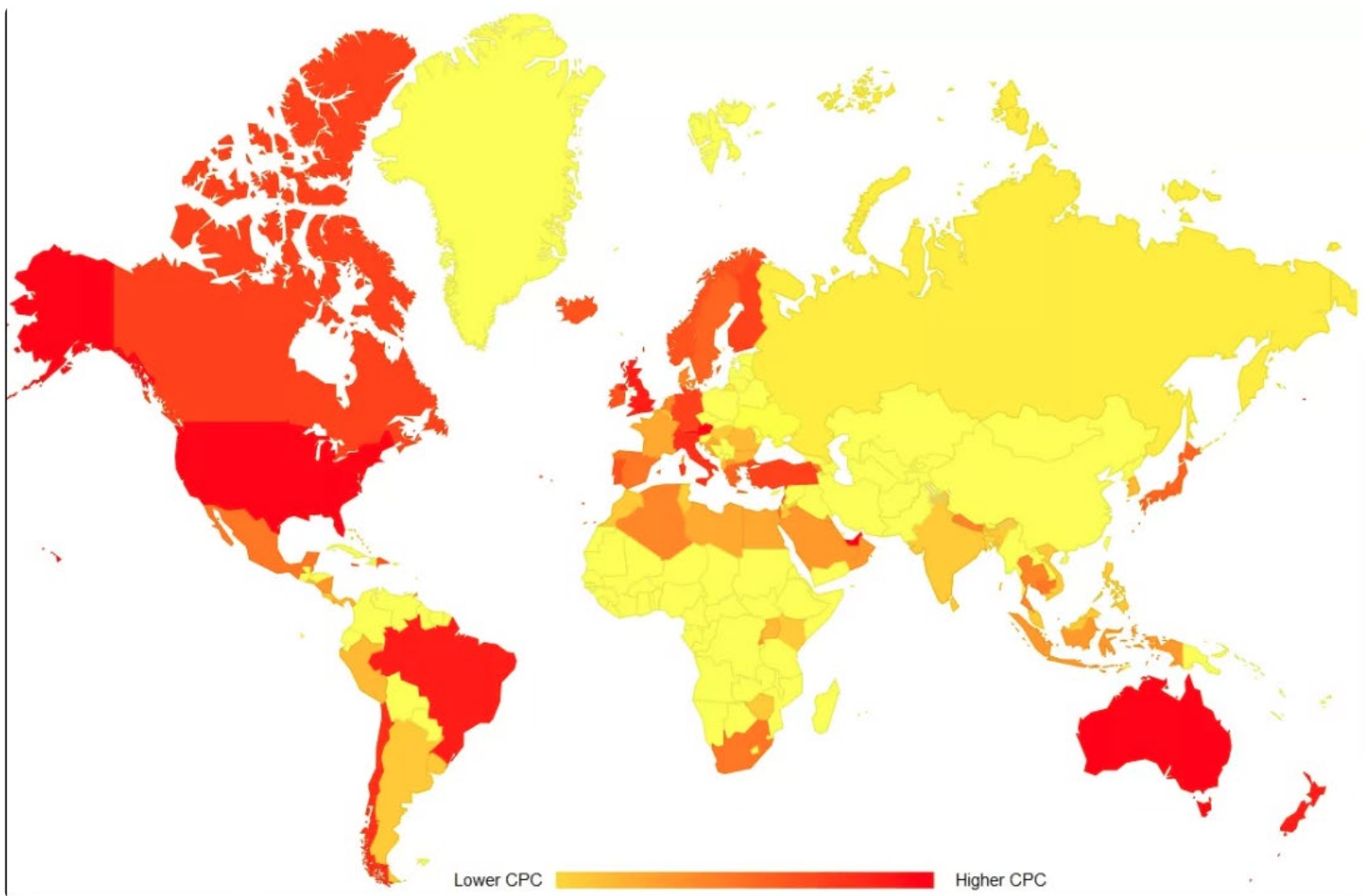
If you go into a market saturated that is ultra-competitive in the GEOs and verticals you go after, then you're setting yourself up for a challenging ride.

I love running in the competitive world because I have a huge budget to test with, and I know once I figure it out with my team, we're going to crush it.

But that's not where I started. I started with Mobile Traffic on app installations.

Don't get me wrong, in the game of poker, you play probabilities, and every once in awhile, you get that card on a lower likelihood and win.

But in the long run, that's not a winning strategy.



This chart gives you an idea about the cost of a click around the world.

So why are so many newbies going for the verticals, the countries, and the traffic sources where all the big boys play?

Here are a couple reasons:

- 1. They hear people are hitting it big in those areas.
- 2. They just don't know any better, you don't know what you don't know.

By now you're probably wondering what you should focus on?

I would start in less competitive GEOs on Facebook Traffic.

The big dogs want to do the USA, UK, Canada, and Australia, etc.

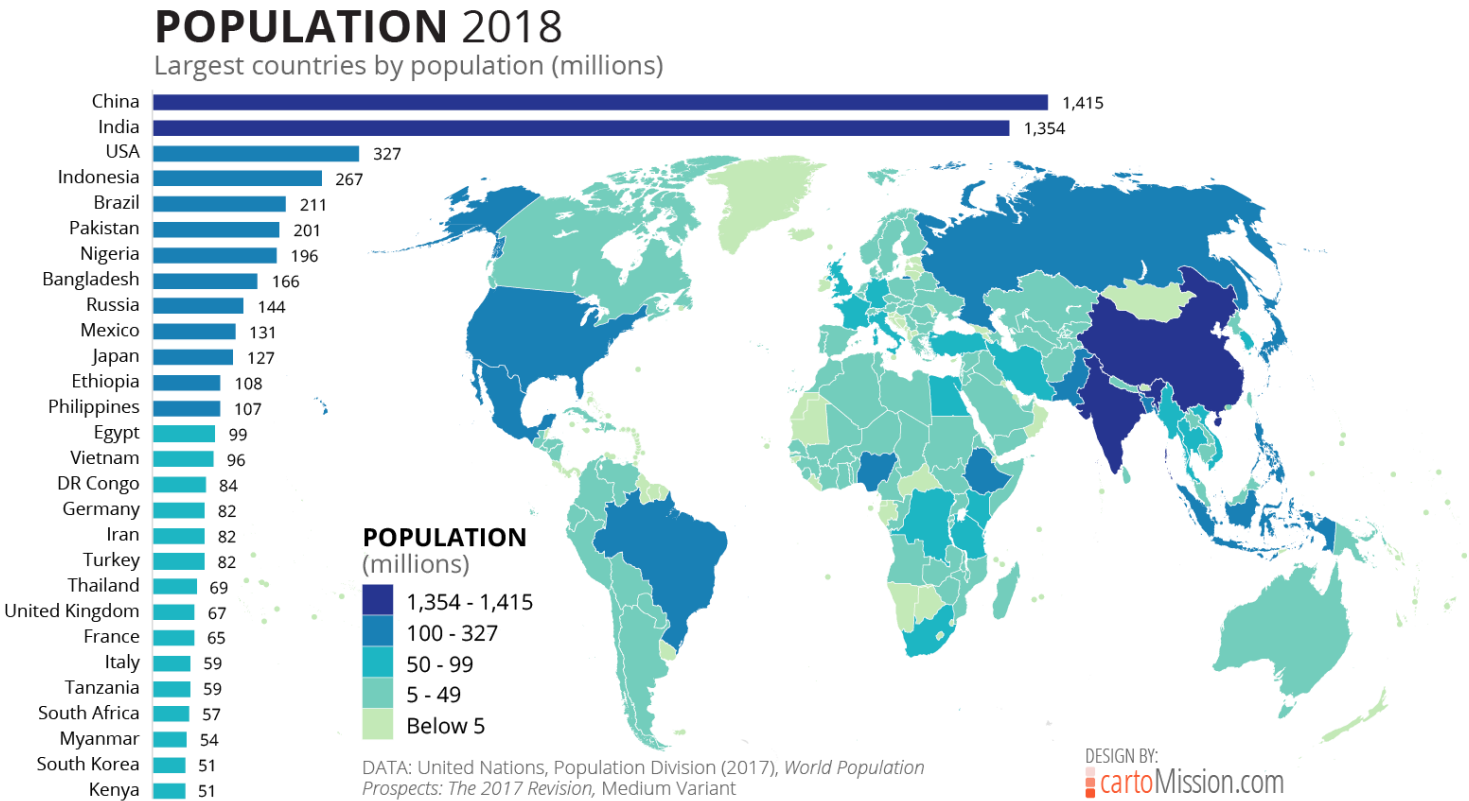
These countries have the most high-quality conversion buyers.

The thing is there's plenty of volume in other countries and weigh less competition.

We did well with solar in France and funeral insurance in the UK on Facebook!

I've had some success in parts of South America and Europe as well.

The map below will give you some ideas on where you can start.



There are tons of offers out there not nearly as much competition.

People think it's more work to run International it's really easy to translate ads and landing pages.

Typically use **one hour translation**

What do you think is more work?

1. Translating your creative.
2. Wasting a bunch of money campaign in too competitive of a market.

One of my favorite things to talk about is finding mentors and masterminding with other people.



Imagine if you want to get buff and look good for the ladies.

The quickest way to learn this would be to hire a personal trainer who is already buff or has a history of getting people buff.

This trainer or mentor not only will be able to speed up the process of gaining muscle mass but likely they can also give you great advice on a diet and a sleep schedule that will catapult your results.

Most of the gyms I've been to, there's plenty of buff guys, and you can tell they know what they're doing. Now, it may cost a bunch of money to get mentored by Jay Cutler, the four-time Mr. Olympia winner, and if you email him, he will probably not respond. He has a lot going on with his own supplement company, sponsor deals, appearances, etc.

But there's a pretty good chance if you find a local show winner or competitor who knows his stuff, and you reach out to them, they may be willing to help you for a more reasonable cost.

Like my situation, I have seven companies that I run, and I have three media buyers working full-time at the time of this writing.

It's just not realistic for me to go out there and mentor people one-on-one.

But there may be other successful affiliates out there who are willing to teach you, or one of [my programs](#) might be a good option.

Let's talk about a real-life example of free mentoring.



Carlos, one of my buddies in my affiliate circle, started out working for free for a big affiliate.

After about six months of learning the ropes with this affiliate, he went off and became his own entity.

Now he has a media-buying team and a multimillion-dollar company because he started working for free for a successful affiliate.

Some people might think Carlos was lucky because he knew the right person at the right time in his career, and maybe he was, but I found that over the years, that when I take action, the laws of the universe tend to guide me in the right direction. When I bought my way to the top tier of mentorship, it has typically paid off ten-fold.

I can say for sure that my network is my net worth, and building that network takes time.

You have to give value first. That's a golden nugget.

Laser focus on the vertical and traffic source you pick.

The successful warrior is the average man, with laser-like focus.

-Bruce Lee



There are so many choices when it comes to affiliate networks offers and of course traffic sources.

I mentioned earlier that you need to focus on one traffic source Facebook or mobile.

Then pick a vertical you know works but maybe isn't quite as competitive.

Let's say fifty people are making money off an offer; you will have to be as good or better than the fiftieth to make money.

Let's talk about the typical of affiliate journey as a newbie:

- Start out on Facebook doesn't get a conversion and possibly gets your account banned
- Then jump over to native spends \$200 and still doesn't get a conversion
- At this point you've made very little progress in your affiliate marketing journey
- The newbie hears about an offer killing it on Snapchat or Pinterest and tries that out without a working offer
- Still at this point no conversions and no ads approved on Pinterest
- He's ready to quit because affiliate marketing doesn't work

What if you take this journey, instead of taking one good offer and test against a couple of other similar offers?

If you spend all your time trying to get conversions on one traffic source like Facebook. Where do you think you will be in three months?

If you keep jumping around with shiny object syndrome, you are never going to get good at Affiliate Marketing.



- ❖ In the example above, if you stick to one traffic source, the newbie would understand the traffic source.
- ❖ By now they would have created a couple of killer angles that work.
- ❖ They would have made an effort by now to meet a like-minded affiliate locally or online running traffic similar to them.
- ❖ They are getting a few profitable campaigns because they have been spying and pretty much know most of the vertical affiliates.
- ❖ They tested a bunch of ads and landing pages and set up a bunch of campaigns. They knew what was going to work before they even uploaded them.

The misled newbie affiliate is still jumping around trying to figure things out. I know you're thinking, "What if I don't pick the right offer from the start?"

Here's some advice:

Don't try to reinvent the wheel. Stick with what works

If you don't have a plan as far as budget goes, your plan is to fail.



My first real Facebook campaign was a student loan pay per call campaign, back when student loans were allowed on Facebook. In the beginning, it was a lot of work to get profitable because we were targeting school-by-school, but I became good at it, and hired someone to help me do it. Eventually, we caught a whiff that broad targeting was working on Facebook for this campaign.

So, since we knew so much about that particular vertical, we could take our knowledge and almost immediately become profitable to a much broader audience.

That was my first 100K month!! It takes time to become an expert.

Make Your Circle Smaller.



The landscape has been changing since I first started in affiliate marketing.

The amount of information that's available and coming across everyday becomes more overwhelming.

I can't imagine being a newbie at this stage of the game so let me try to put myself in your shoes and give you some advice that will help you get off to a good start.

Last year, I came up with many goals for my business. For the first time in my life, I wrote them all down and made a video about them and put it up online, so I was accountable.

It was knowing that I didn't want to let down my audience and myself. I started the year working on one goal at a time until it was complete. It worked out to where I completed about one goal per month that entire year, and at the end of the year, I'd accomplished a lot.

Now had I tried to complete all twelve goals scattered throughout the year without direction or accountability, I can promise you not all goals would have been completed.

Think of each goal in my example in the small circle.

1. Make sure you set up proper tracking repeatedly until you don't even have to think about it. One of my biggest things was that I was not a coder, and the lack of knowledge of the technology caused me to procrastinate and not launch.
2. The next circle I would work on would be your angles in your ads. These typically can have the most significant impact on your business. Launching an angle, plus new ads daily and understanding copywriting, will help you tremendously.
3. Finally, circle number three would be landing pages. Study your competition, model their success, and make your pages better.

Your first step is committing to improving your skills.

Your second step should be your game plan

Setting up a game plan



Let's talk about the difference between a goal and a game plan. Goal example:

- ❖ I want to lose five pounds in January

Game plan example:

- I'm going to sleep 8 hours a night.
- I'm going to drink a gallon of water per day.
- I'm going to do cardio 5 days a week.
- I'm going to workout in the gym each body part weekly for a total of 4 workouts a week.
- I'm going to keep my calories below 3500 with at least 50% protein.

This is a hypothetical example of a game plan, but it is undoubtedly a strategic attempt to lose five pounds in January.

It would be best if you came up with an actionable plan for each day.

If you're doing this part-time, you need to set aside a certain amount of time and execute that plan every day.

Here's an example of a game plan that we use:

1. Ask our affiliate manager for the top offers, and decide on three offers to test
2. Brainstorm at least two angles, and create 4 ads for each angle
3. Use a spy tool to research landing pages from competitors
4. Model 2 landing pages from competitors, and design at least two of our own

Now that is a solid affiliate game plan!

When the next day comes, you will have another action list.

You are taking action daily!

Next actions

1. Find an offer with a low payout
2. Run campaigns in less saturated GEOS.
3. Get a mentor or find a mastermind you can join.
4. Decide on a single traffic source and vertical to master.
5. We talked about making those circles smaller focusing on mastering a couple of concepts.
6. Make sure you have a daily game plan and launch campaigns regularly.

Chapter 14: How to Optimize Your Campaign

Chapter 16: Other tools, software, and resources

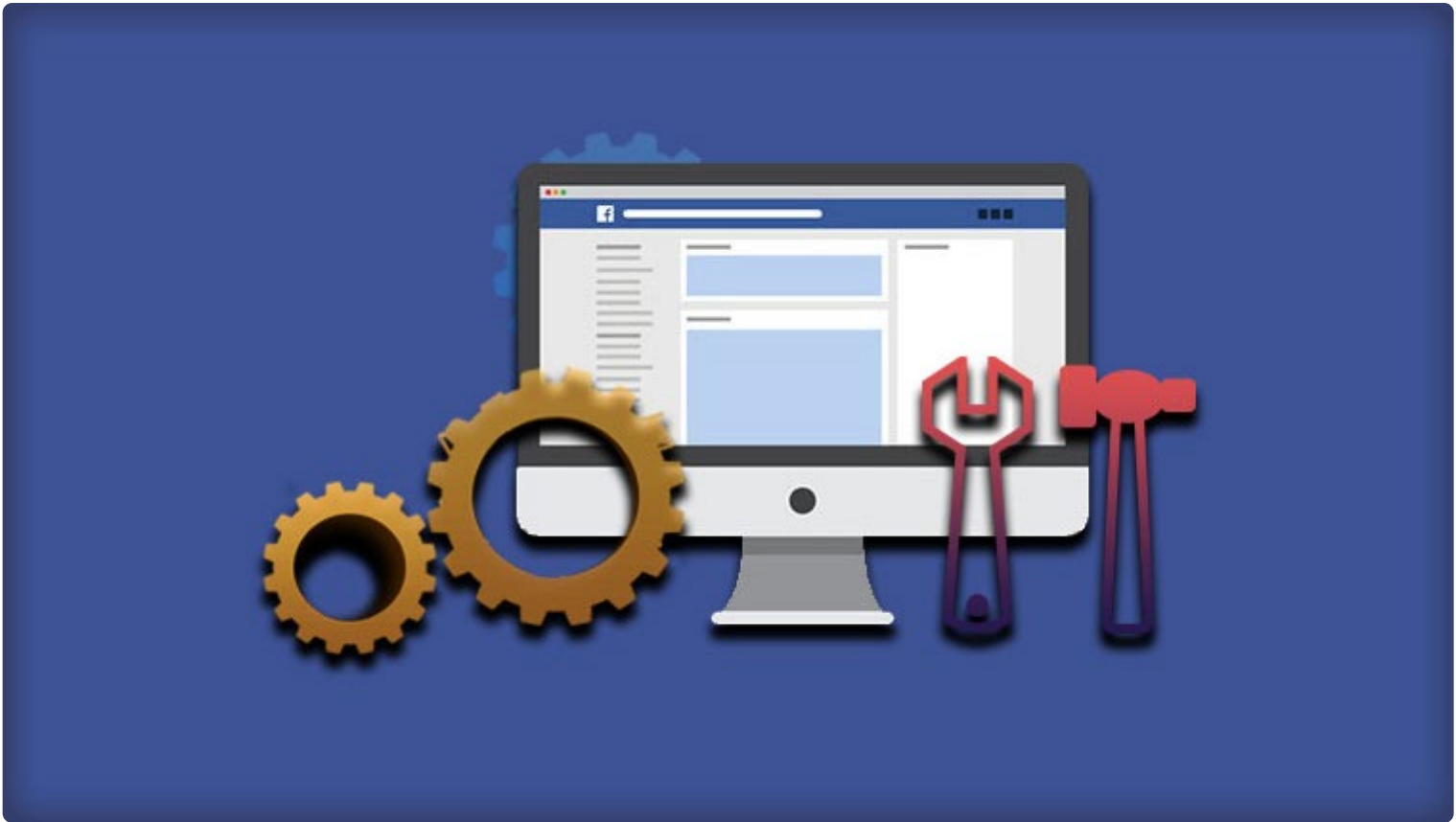
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16. OTHER TOOLS, SOFTWARE, AND RESOURCES

AFFILIATE MARKETING TOOLS AND SOFTWARE

Many of today's sophisticated traffic sources don't require tracking tools the artificial intelligence of today's pixels make it easier than ever to make a profit with minimal optimization. If you want to really master this section get good at spying and spend a ton of time researching before you launch this will increase your chances of success - Brian




When it comes to any profession just about every master has tools.

A surgeon can’t operate without knives and stitching tools.


Affiliate marketing is no different. Specific certain tools that'll make life easier and are essential for success.


I regularly use these tools, I've made it easy for you and will vouch for you on all of the following tools


1. Affiliate Networks – You will need them

 My Account ▾



 Dashboard

 OFFERS ▾

 REPORTS ▾

Dashboard

Quick Stats: Last 7 Days

IMPRESSIONS	CLICKS	CONVERSIONS	PAYOU
-------------	--------	-------------	-------

Think of an Affiliate Network Marketplace for offers.

Without a marketplace you don't have offers to promote.

It's free to join and you never actually pay them anything. The networks make a percentage of what you generate conversion wise.

Why ClickBank, A4D, Digi Store, Max Web, Optimize to Convert, and Common Acquire?

There are hundreds, possibly thousands of affiliate networks out there, most are not newbie-friendly. Generally, if you have no experience most of the top networks will not even consider you. You end up wasting a lot of time filling out forms, and never get accepted.

Another problem we've run into is, some affiliate networks have kind of a bad reputation in the industry. This has become less and less of an issue over time.

Here are the sign-up links for my recommended networks:

[A4D](#)

[Digi Store 24](#)

[Max Web](#)

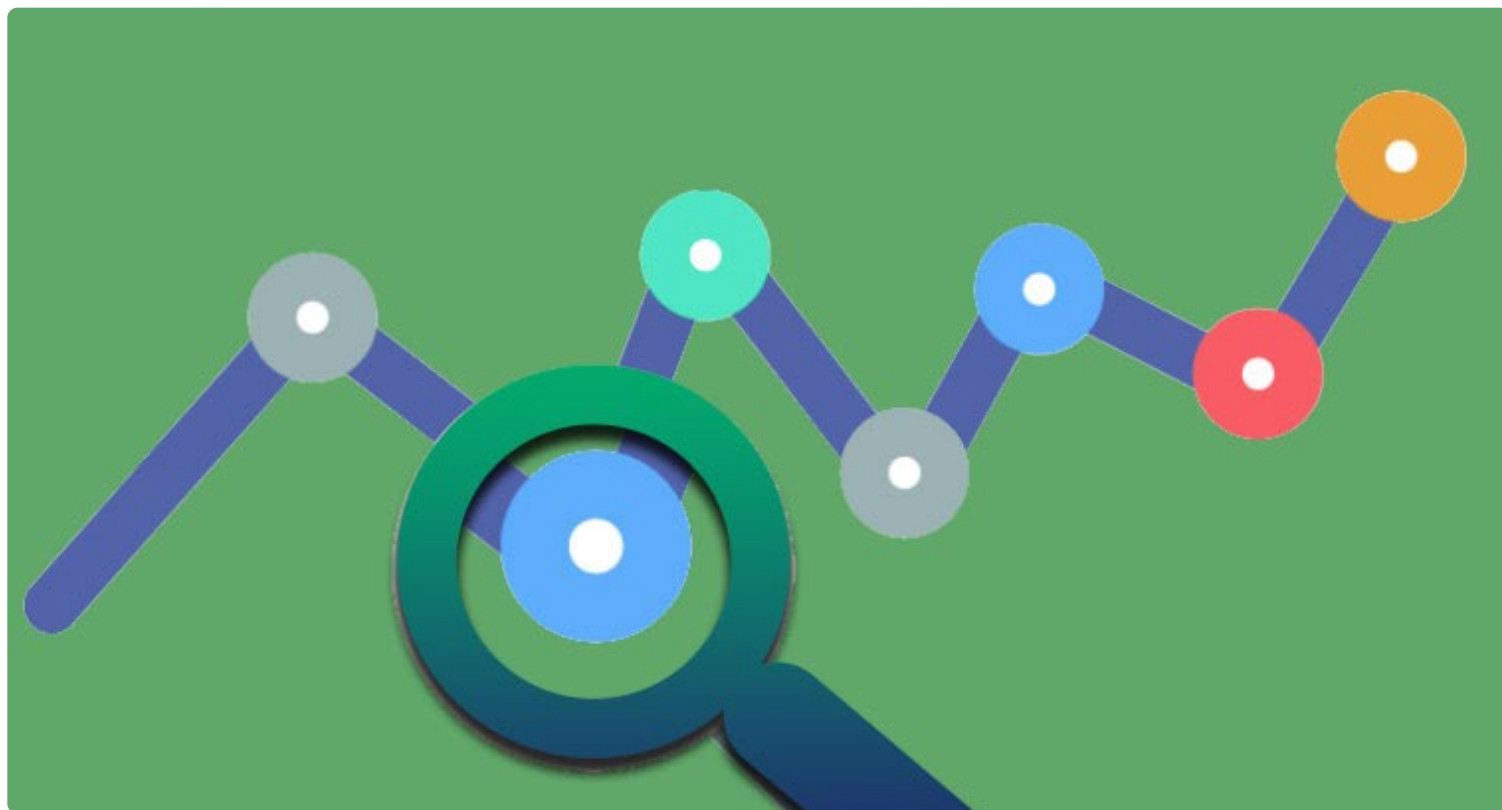
[ClickBank](#)

[Optimize to Convert](#)

[Common Acquire](#)

I have worked with them for years, and they have never done me wrong. Typically, they have pretty good offers that convert well.

2. Landing Page Builder (Most important)



We have mentioned this there are a lot of options we use:



click funnels



GrooveFunnels

[CLICK HERE](#)

[CLICK HERE](#)

These tools are a game-changing; we can get campaigns live in a few hours with split tests and multiple landing pages

3. Let's talk about tracking software (Optional)

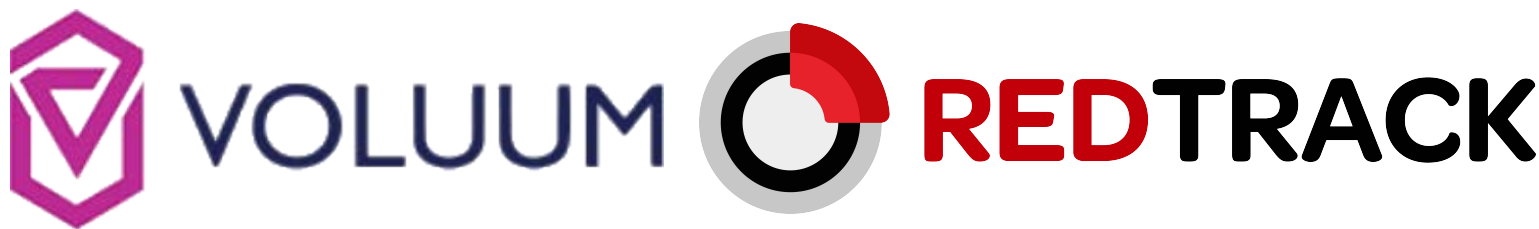
There are several tracking tools out there. It doesn't matter which one you choose, but you must be able to track your campaigns.

Without tracking, you cannot optimize your data; it's that simple.

You need to know what's going on with your ads from first click you get.

The only way to make money in Affiliate Marketing is when you are able to make data-driven decisions.

My recommendations are [Voluum](#) and [RedTrack.io](#)



4. Purchasing Hosting (Optional)

We went over hosting earlier. You will need to do this to have your landing pages on the internet in HTML; without hosting, you don't have landing pages. Most campaigns, you will need landing pages to be successful. They are your 24/7 online salesmen.

You can almost always count on higher conversions when you have landing pages; your salesman doesn't sleep, call in sick, or complain.

As I suggested earlier, I highly recommend the VPS from [Liquid Web](#) to host your landing pages. We use them and like them. They will be extremely fast, which is what you need to be successful in this business.

I'm sure there are lesser plans, but I currently pay about \$250 a month for all my websites. I have a lot of traffic and websites. I suggest learning this as you will need it in your business in the future.

Checking in at the time of this writing, it looks like there's a pretty good plan for around \$59 a month.

Cost for essential tools:

Landing Page Builder \$97/month

Hosting: \$59/month (Optional)

Not too bad to start a business for only a hundred \$150 a month!

The significant barrier to entry is the cost of traffic. Buying data is a low cost to enter business with high potential for those who work hard.

Now, let's look at what else you might want.

5. Private Forums - For Some People

It's a forum where other affiliates are hangout.

When you're new, you will have questions, and it's nice to go to a forum and get those questions answered.

There are free forums and paid forums; generally, you can get better quality people on the paid forums. Good advice is typically not free.

I have not spent much time on the forums, but I recommend them if you don't have a big inner circle of affiliates.

This business can be lonely as well, and you may want to make some like-minded online friends.

The Top Paid Forums

[Ad Leaks](#)

[Stack That Money](#)

The logo for Ad Leaks features the word "AD" in black, followed by a blue and teal flame-like icon, and then the word "LEAKS" in black.The logo for STM features the lowercase letters "stm" in white on a dark purple background, followed by a red square.

What do they offer?

- ❖ Advice and tips from other affiliates.
- ❖ Mastermind groups.
- ❖ Top affiliates hangout regularly and comment.
- ❖ They have follow-along campaigns.
- ❖ Case studies of successful and failed campaigns.

Cost: \$99 a month

STM is the real deal of people showing you what's working exactly with their campaigns.

It's a good start if you can't afford to take a course or other high-level training. I would recommend investing in your education, and a forum is an excellent place to start if \$99 is your budget.

6. Outsourcing

My go-to for sourcing is Upwork.

Upwork Marketplace has talented people who can pretty much perform any task you might need.

If you are not a coder or a designer, you can find one on Upwork.

Another option is [fiverr.com](https://www.fiverr.com)

The cost will vary depending on how much work you need and what you need.

One word of advice is that if you have a project and can afford two people to do the same thing and compare their work, that might give you a better idea of who to work with going forward.

7. Spy Tools

I've already mentioned [AdSpy](#) in an earlier section, but other good spy tools are [Adplexity](#), [Social Ad Scout](#), and [BigSpy](#).

I'm sure you've wondered what other affiliates are running. This exactly what a spy tool does; it allows you to spy on other affiliates.

Nowadays, Facebook has made it easy to find an affiliate fan page of an affiliate; you can click on page transparency and see all their ads. It was like Christmas in July when this happened!!



If you're running Native ads you want to get a good idea of an advertorial the landing pages that are working, I recommend [Anstrex](#). Anstrex is a great place to find live images and landing pages.

Native ad guys know their stuff with ads, angles, and landing pages but not everything on Native ads will be allowed on Facebook, but it will give you an idea of working campaigns. You will lose a ton of money in a hurry on Native ads if your stuff is not working, so you can bet most of what you will dig up is converting.

Pro Tip: Look for ads running or seen by the spy tool for a while. We know they are working.

You can take the angles, the ad copy, some images if they're not too grotesque, and the landing pages if they are compliant, take them to Facebook, and immediately get conversions.

As far as mobile goes, [Adplexity](#) they rule the mobile spy market. If you're running a mobile, I highly recommend Adplexity.

Your two options as a newbie, I would say Facebook. Do your research on Facebook and find the page transparency section of the affiliates you are looking to spy on, or [BigSpy](#) has a small \$9 a month program.

Check your news feed for ads; you can save the ads; I have 100's saved.

For example, if you're running a demographic—women who are 50 years old – try to track down a person who is 50 and female and hangs out on Facebook, like your mom, and check out the ads that are getting shown to her.

Pro Tip: The last piece of advice on spying is where the money is made, as I mentioned earlier. My media buyers and I typically spend one-two weeks straight researching an offer before we even think about running traffic.

8. VPN

VPN stands for Virtual Private Network.

Have you ever been to another country and noticed that things on the Internet look a little different?

That's because the Internet recognizes you are in that country.

If you'd like the Spy on ads in another country you need to make sure your browser or IP address is showing up in that country.

International spying is why I would use a [VPN](#) as an affiliate. We can check the offer pages.

Before we run an offer, especially in another country, you're going to want to login to VPN, put yourself in that countries, browser-wise, and make sure your offer shows up correctly with a VPN.

When it comes to security, your ISP or internet service provider, the government, and hackers won't be able to see any of your transmitting data via a VPN.

Plus, your VPN will mask your IP address so the website can't tell which location or what country you are based in. Masking is excellent for advanced spying.

If you want to advertise on a specific website, combine a VPN with an incognito window, and you're free to see what the internet looks like from other countries' point of view.

My recommendation is [HideMyAss Pro](#). Most of these have free trials or free versions. If you sign up, you can typically get 30 days for free.

Then cancel and potentially sign up with a different email when you need a VPN, or it's relatively inexpensive to pay for a yearly plan.

9. Translations

If you're running International, we going to need a translation service.

I've used Google Translate for a lot of stuff and it works pretty well, but it's not perfect.

You will want to get somebody with the native tongue to proofread your copy to see if Google Translate was correct.

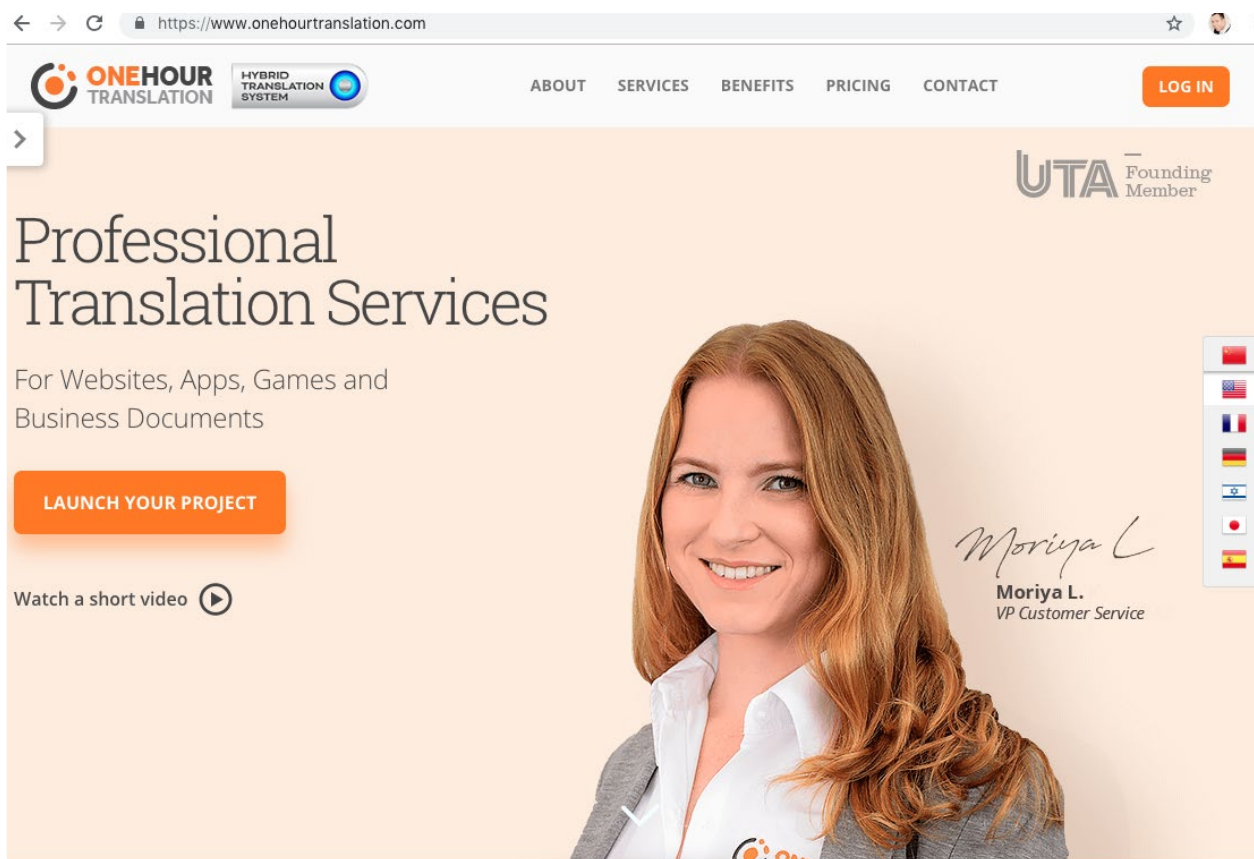
A service that I like to recommend is called [One hour Translate](#)

Make one hundred percent sure that you are getting people who live in that country to translate.

Think about this, if you saw an English ad that had several misspellings and it was poorly written, would you buy the product?

It's the same in every language.

Ensure your grammar, punctuation, and spelling are correct. Proper grammar is important in this business. Check out [Grammarly](#).



The screenshot shows the homepage of the One Hour Translation website. The browser address bar displays <https://www.onehourtranslation.com>. The website header includes the One Hour Translation logo, a 'HYBRID TRANSLATION SYSTEM' badge, and navigation links for ABOUT, SERVICES, BENEFITS, PRICING, and CONTACT. A 'LOG IN' button is located in the top right corner. The main content area features the heading 'Professional Translation Services' and the subtext 'For Websites, Apps, Games and Business Documents'. A large orange button labeled 'LAUNCH YOUR PROJECT' is prominent. Below this, there is a link to 'Watch a short video' with a play icon. A large portrait of a smiling woman, Moriya L., is shown, with her signature and title 'Moriya L. VP Customer Service' to her right. In the top right corner of the main content area, there is a 'UTA - Founding Member' logo and a vertical list of flags representing various languages.

Next Actions

So, if you're still reading this and have not completed these steps, then let's get going:

- ❖ Get signed up with an affiliate Network.
- ❖ Setup page builder [ClickFunnels](#) or [Groove Pages](#)
- ❖ Purchase [Liquid Web VPS hosting](#). If you're ready to be more advanced.
- ❖ Join Stack That Money
- ❖ Get [AdSpy](#)
- ❖ Get a VPN, [HideMyAss](#)
- ❖ Set up [One-Hour Translation](#)
- ❖ Get an account set up on [Fiverr 20% off](#) or [Upwork](#)

Chapter 15: What’s your Starting Strategy

Chapter 17: What does the Future Hold?

Progress Bar



17. WHAT DOES THE FUTURE HOLD?

WHAT'S NEXT?



I can tell with the coming artificial intelligence movement and the inception of more tools like Click Funnels to make our jobs easier, we also lower the barrier to entrance into the space and thus an increase in the competition. We are still in a world where Facebook can be profitable, but that window of opportunity might be closing, best advice I have is get started today - Brian



Well, I think my congratulations are in order!!

You've completed **The Ultimate Guide to Affiliate Marketing and what's working NOW.**

Whether you're a newbie or a veteran to Affiliate Marketing, I'm sure there was something in here that you learned.

The golden path begins with your first step, and by completing this you are taking a few steps.



I would recommend revisiting this guide again and again.

There will be times throughout your journey that you get stuck, and you will need a little nudge to get you over the edge. If you're having issues with optimization, revisit the optimization section. Maybe it will spark an idea.

We've covered a ton of content:

Here is a summary of what we learned

Introduction - affiliate marketing and why it's the perfect business model, and some of my student stories.

What is affiliate marketing - in this section we covered how affiliate marketing works, the people that are involved, and the pros and cons of the industry.

FAQ - Affiliate Marketer questions and my answers.

Mindset - why it's critical to have a winner's mentality. If you can't execute the strategies because of your mindset you will not be successful.

Affiliate Networks - what is an affiliate manager, how do networks operate, how to use them in your business.

Paid vs. Free traffic - There is really no such thing as completely Free Traffic, but if you want to have a real business quick, you'll need to learn Paid Traffic.

Traffic Sources - I talked about the best traffic sources to start on and my reasoning for each.

Verticals and Offers - I talked about how to pick a vertical, monetization models, and the top CPA offers.

Ads and Copywriting - You learned my top copywriting tips, and the different type of ads (Text, Image, Hybrid, and Pop).

Angles - I talked extensively about angles and gave you some examples on how to be creative they come up with profitable angles.

Landing Pages - I provided a thorough understanding of landing pages and layouts.

Hosting and Page Builders - I went over in detail domains and how to set up a page builder.

Launching a campaign - I walked you through step-by-step so you can set up and launch.

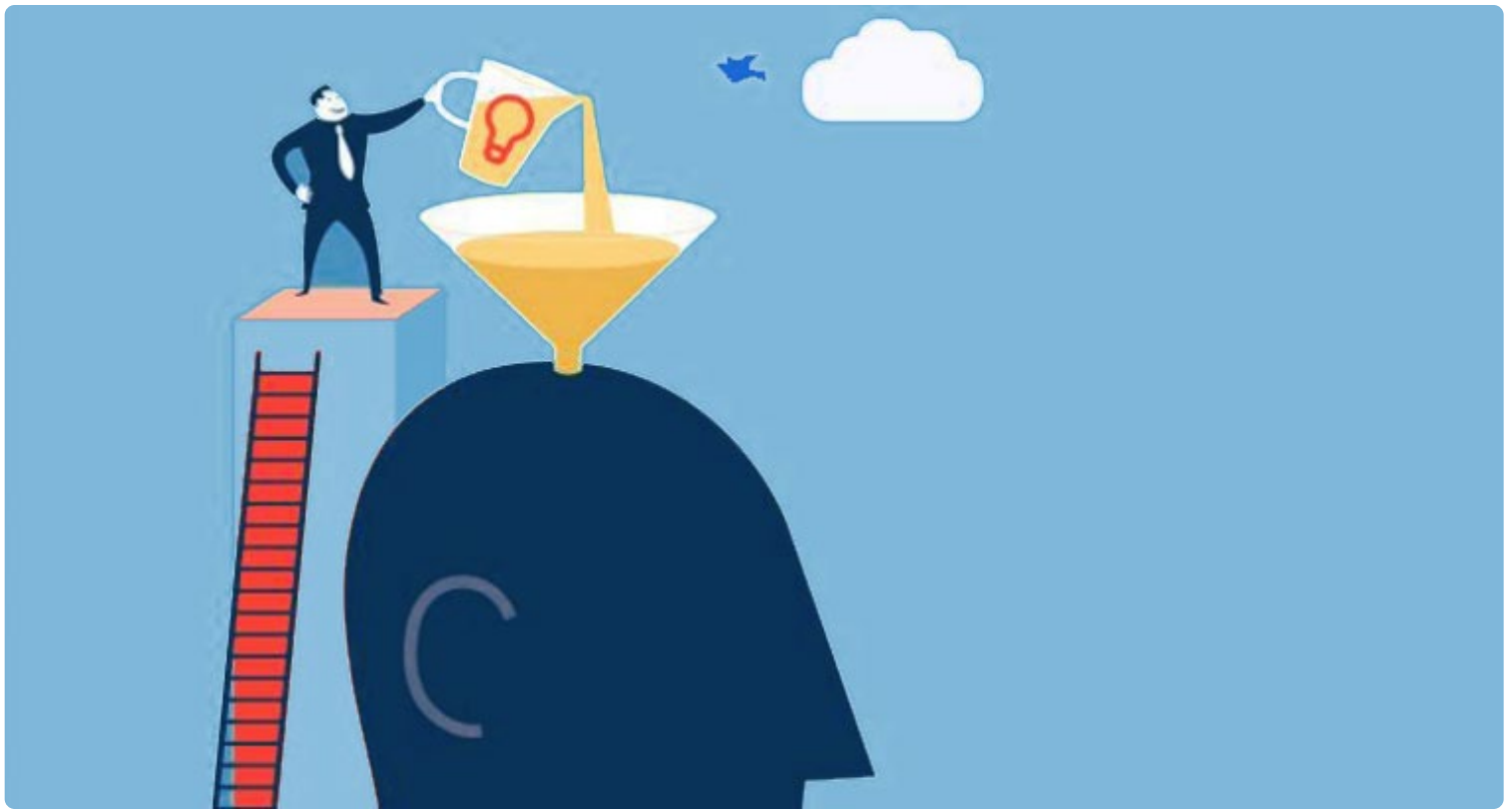
Optimizing a campaign - this is an art form, but I gave you a nice framework to start your optimization process.

Newbie strategy - I noted some common mistakes and gave you specific tips to help launch your first campaign.

Resource guide tools - I gave you the necessary tools you will need and optional tools as you advance.

The time is now to take Massive Action. If you read this and don't take any action you will likely forget 90% of it within the first week.

The way to learn affiliate marketing is by actually doing it. This guide is a great reference tool but it's not going to make you any money unless you take action.



I was fortunate enough to have good mentors when I first started.

I had a campaign that was profitable quickly.

Then along the way I switched to Facebook traffic, and was able to get profitable on that fairly quickly.

One might say I was lucky, but I put myself in situations where I was around the right people, and I paid a lot of money for quality mentorship.

Hopefully, this guide will make your journey a little bit easier.

I spent a lot of time putting this guide together.

Special thanks to [Charles Ngo](#), [Moz SEO](#), and [Neil Patel](#) for being ultimate guide idea's originator.

I did rewrite it with my own stories and my own words and images, but I have to give credit where credit is due.

I put months of time and effort into the original version and this is a revised version from couple of years ago. The original guide inspired me to add my own two cents and keep you up to date with what is working now in 2020 and beyond.

Chapter 16: Other tools, software, and resources

Chapter 18: Are you ready for more?

Progress Bar



18. ARE YOU READY FOR MORE?

DO YOU WANT MORE ADVANCED
CONTENT?



I can say with 100% certainty that I wouldn't be where I am today with out mentors. If you can't afford specialized knowledge now, I would suggest saving up and make it a goal to speed up your learning curve down the road. My team and I have been doing this full time for over five years we have a full time marketing staff and media buying staff which is very rare to see in this space -
Brian



Would you be interested in learning more?

This guide gives you the fundamentals of Affiliate Marketing, there is certain information that I can't just give away for free at the end of the day.

You can learn a ton by launching campaigns over and over again, but one of my keys to success was finding the right mentors.


Are you interested in learning more?

- ❖ Researching offers
- ❖ Case studies and follow-along campaigns.
- ❖ Loopholes, scripts, and hacks
- ❖ What's making money after the Facebook apocalypse of 2020.
- ❖ How do you build a team to make money 24/7 while you sleep
- ❖ Super affiliate tactics
- ❖ Masterminding and networking with world-class people
- ❖ Admission into certain affiliate networks that you've never even heard of
- ❖ And a bunch more, like the Ph.D. level of education.

If you are interested in learning more, you should consider one of my courses, my group coaching, or premium one-on-one mentorship.

There are some testimonials from some of my past students.





Myron Testimonial For Brian and Ross Coaching

Watch later Share

Enter Sub/Ad/Info ID

Start typing to search

Exclude this Traffic

Excluded Standard

Custom

Start 9/1/2017

End 10/1/2017

Campaign	Format	Price	Clicks	Conversions	Conversion Percentage	Revenue
Global Referred	CPA	\$0.00	123	0	0.0%	\$0.00
	CPA	\$19.00	3,500	475	13.4%	\$9,025.00

3,623

475

\$9,025.00

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Page 1 of 1

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Rows Per Page: 20

Rent 2 Own Helper - FB

Payments: \$3.85 CPA

Verifies: Home Services - Real Estate

Dashboard

Offers

Reports

Account Info

Alerts

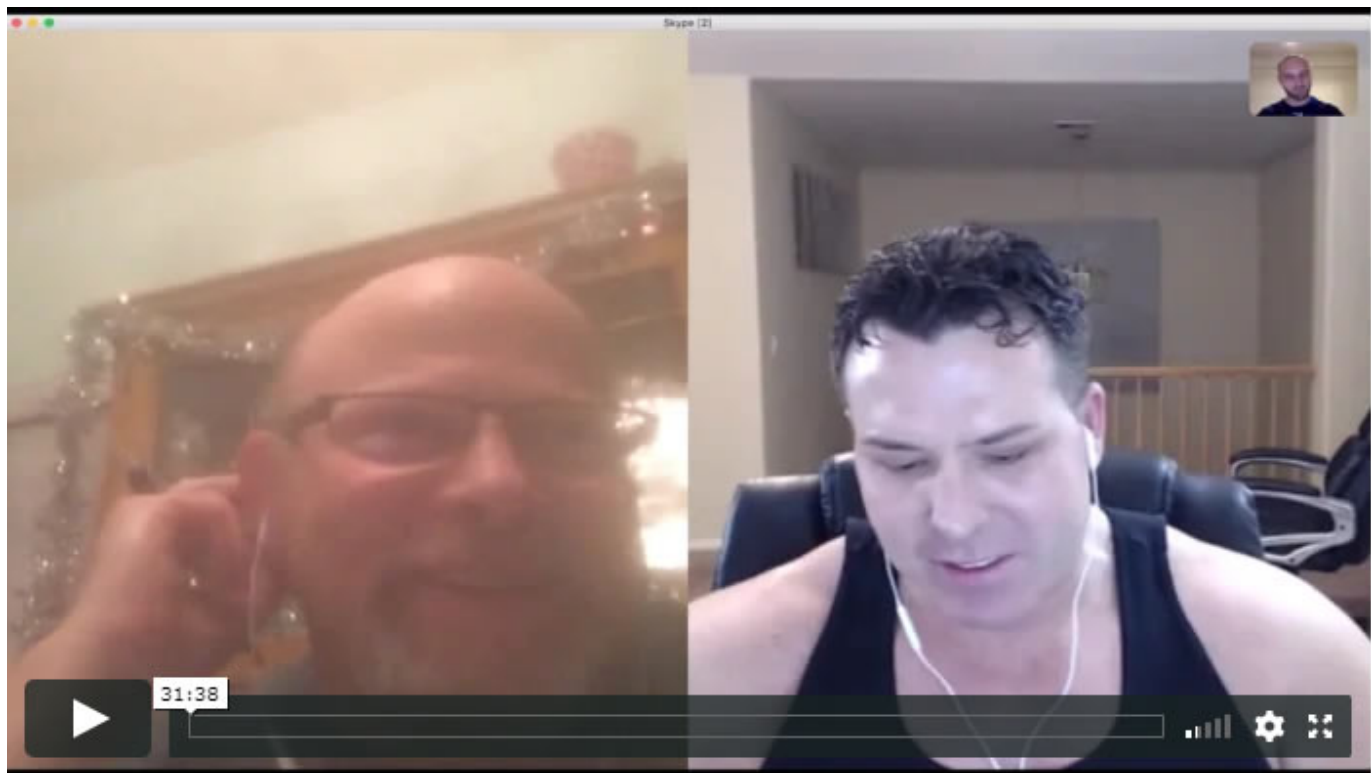
Account Manager



Terry Pierce Testimonial for Brian and Ross Coaching

Watch later Share





My [Digital Entrepreneur System™ Program](#) is an eight-week intensive course that will have you up and making money within a month! All the details are on the page when you click the link. DES is the best program on the market hands down.

We offer a weekly group coaching and one-on-one private mentorship/partnership for only a select few people each year. You will get working campaigns and have a business when you complete these.

[Serious inquires only for my coaching and mentorship](#)

I appreciate you taking the time to read my Ultimate Guide to Affiliate Marketing and working now in 2020 and beyond.

I would love to hear your success stories. Once you are a student, you will get lifetime access to updates and any new Affiliate Marketing programs my team, and I produce.

Please contact me [HERE](#).



Please contact me here: support@progresscollege.com



Chapter 17: What does the Future Hold?