

A BLUEPRINT TO MAKING MONEY SELLING OTHER PEOPLES PRODUCTS

Do I have the right attitude for affiliate marketing success?

Am I willing to learn

Am I curious?

Do I commit to NOT giving up until I have learned what I need to learn? Am I ready to view setbacks as fun challenges?

Am I ready to measure my initial success in terms of what I learned?

Picking the Right Niche

List out all my interests (test: would I talk about these even if I'm not getting paid?)

Is there enough commercial interest in this niche?

Is there enough consumer demand for this niche?

Is the competition level for this niche manageable?

Is this trend's demand trending UP or is STABLE?

Are there dedicated open areas on social media for this niche?

Can I produce content easily and CHEAPLY for this niche?

Find and sign up for niche-specific affiliate programs the right way

Use offer vault to find all affiliate programs in your target niche
Filter programs in terms of

- Ease of conversion
(Per sale vs per email collected vs per click)
- Payout (EPC)
- Flexibility of promo materials
- Existence of promo materials

Find and reverse engineer your competitors

Use Google to find all your niche competitors

Enter all relevant niche keywords to find all competitors

Reverse engineer the 'industry standard' from your competitors' sites and content

- how they convert traffic
(platform aka blog? Search platform? Directory? Direct link?)
- layout
- content (hot topics and themes shared by most of your competitors)
- email collection system

Create content that has a compelling selling proposition

Get a competitive edge by making sure of the following
(in comparison to your competitors' content)

- up to date
- longer
- better explained
- easier to read
- multimedia bells and whistles
- more comprehensive

Generating Traffic for your Conversion Platform

Generate responsive social media traffic by reverse engineering your competitor on social media

- Find your competitors on all social media platforms
- Focus only on the social media platforms where MOST of your competitors are found
- Figure out their influencer base
- Figure out their social media distribution areas
- List out all their hashtags

The Smart way to build credibility on social media

Sandwich your BEST content with topnotch 3rd party content

Get a massive list of topnotch 3rd party content (verified by social signals)

Pump traffic from as many FREE sources as possible

Quora

Reddit

Social media

YouTube

Blog outreach (i.e. they published a link to content similar to yours – reach out to get included in their lists)

Optimize your traffic conversion

Stop low performing traffic sources

Focus on the top 3 or top 5 that

work Optimize these

Optimization checklist

Element by element

approach & Make variations

Test

Pick winning variation

Vary the variation

Test

Pick winner

Repeat until no further improvement in conversion

Pick another element and repeat the process

Go through all elements