

# CJ Affiliate *Essentials*

*The Best Ways To Dominate CJ Affiliate's Marketing Platform*



# Hybrid Cheat Sheet



The following is a checklist that you can use to track your progress and make sure that you learn all of the information packed into the main report. You can add items if you need to.

## CJ Affiliate Essentials

- Don't wait. If you want to be an affiliate, then start today.
- Don't listen to trolls, Affiliates CAN make money.
- CJ is the biggest, but has limitations.
- CJ will let you earn money as you grow your network list.
- Use affiliate marketing to earn some cash as you grow on CJ.

## Affiliate Marketing Defined In Four Parts

- Merchant** – The owner of the product, who wants to advertise.
- Publisher** – Drives advertising traffic through their website.
- Customer** – The fuel that makes the engine run. Customers click on the ads and buy the products.
- Network** – Provides a safer way for merchants and publishers to interact.

## How Publishers Get Paid

- CPA** – Cost per Acquisition (or cost per verified sale).
- CPM** – Cost per Mile (pay per 1000 customer impressions).
- CPC** – Cost per Click (you get paid every time someone clicks the affiliate link).

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## Getting Started With CJ

- CJ is one of the biggest.
- It's biggest drawback is the steep learning curve.
- Don't worry, this report will help.
- Make an account.
- Prepare for Advertisers.
- Set up a profile.
  - Let merchants know what kind of products you can market effectively.
  - Speak directly to your ideal client.
  - Grammar and spell check.
- Review your advertisers list
  - Select the best.
  - Pick marketers you can sell.
  - Think about what's best for your audience.
  - Press the green plus to apply for a merchant's program.
- How to place an ad on your site.
- Affiliate links, or "the creative," will be accessible after you accept a merchant offer.
- Place creatives in your content, or make them part of your content.
- Text links and images of the product are the most effective.
- Make the product appealing by telling your audience directly how it can help them.

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- Know where to place which kind of adds.
- Plain text links are king.
- Clickable pictures are easy for mobile users.
- Analytics
  - Figure out what's working and what isn't.
  - Get in the head of your readers.
  - Check your traffic stats.
  - Be a voice of authority.
  - Cater your content to the ads.
- Watch for trends
  - Stay current.
  - Jump on new products that are starting to take off, and be the authority.
  - Deliver the "inside scoop" to your readers, and put a link for them.
- Common Mistakes to Avoid When Affiliate Marketing**
  - Selling when you should be helping.
  - Giving up too early and not being resilient.