

INTRODUCTION: WHAT IS AFFILIATE MARKETING?

After creating multiple video series, it occurred to me that many people just starting out struggle with learning the core concepts, because many courses take that knowledge for granted. This video series will give you a great background and “start off” point, as it will give you a main understanding as well as introduce the most popular concepts. It is my hope that after viewing this series, you will race off to learn more about it! Let’s go ahead and start at the beginning, with a discussion of what affiliate marketing is.

Wikipedia defines affiliate marketing as “A method of promoting web businesses where an affiliate is rewarded for every sale through their efforts”. Now the good news is that just about anything that you can find on the internet, has an opportunity for affiliate marketing.

Let’s say, for example, that I have a website that I created to simply share some tidbits about dog training. I started it just for fun and over time have built up quite a nice little site. There are people coming there every day because they want to learn more about dog training. How great would it be if I could advertise a product to them, simply by creating a basic ad, and every time a visitor clicked on the ad, and made a purchase through my link, I would get credited for the sale!

Initially I dismissed the concept of affiliate marketing. I think it was because I didn’t feel like going through all of the trouble of selling something when I was only going to get like a 5% commission on the sale. Boy, was I wrong!

It is not uncommon to find affiliate products where you will get to keep over 50% of the sale!

Take, for example, that dog website I shared with you. There is a dog training program on clickbank that pays you 75% of each sale that you make. This means that if a customer buys a product that costs \$40, you would get \$30 of that. Isn’t that incredible?

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To hear me talk a bit more about affiliate marketing, please refer to Video #1 and #2.

WHY YOU SHOULD BE DOING AFFILIATE MARKETING

There are lots of good reasons why you should be doing affiliate marketing. Here are a few:

Advantages

- **It doesn't cost anything**
- **You are limited only by your imagination**
- **Countless "everyday" people are successful with it**
- **You don't have to stock physical products**

Advantages

- **You can sell anything you can think of**
- **There are many, many tools and resources available for help**
- **Easy to scale once you are successful**

To learn more about these specific advantages, be sure to check out Video #3.

TOOL 1: POPULAR INTERNET MARKETING METHODS

We will start things off by talking about the most popular ways that people earn money through affiliate marketing. If you visit a popular internet marketing forum, you will hear these core methods mentioned all of the time. Tons of products and resources dedicated towards teaching these concepts exist.

We will tackle each topic one by one:

Pay Per Click (PPC)

Article Marketing

Search Engine Optimization (SEO)

CPA Marketing

Marketing Information Products

Social Networking

To hear me talk more specifically about this, please view video #4.

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PAY PER CLICK (PPC)

The internet is an incredible medium for advertisement. Every single day, millions of searches are being performed, and through the power of pay per click advertising, you have a chance to put your ad in front of the people doing the searches.

Whenever you go to a search engine such as google or yahoo and perform a search, you receive two batches of results. One group of results is known as the natural search engine results. Achieving high rankings from the search engines can be quite challenging, especially if there is a lot of competition in your niche. The second group of results that appear are ads.

Below you will see a search that I did on google for the phrase “dog training guide”. I went ahead and circled the ads that appeared.

The screenshot shows a Google search for "dog training guide". The search results are divided into two sections: "Web" and "Sponsored Links".

Web Results:

- Become a Dog Trainer** (Sponsored Link): www.animalbehaviorcollege.com. Hands On School in 42 states. Since 1982. Speak with us today.
- Dog Training Guide.com - puppy obedience...**: Advice and instructions cover house training, commands, leash work, behaviour and tricks. www.dogtrainingguide.com/ - 4k - Cached - Similar pages - Note this
 - [Behavior Training](#)
 - [Potty Training](#)
 - [Commands](#)
 - [Crate Training](#)
 - [House Training](#)
 - [Tricks](#)
 - [Leash Training](#)
- Guide Dog Training**: The information for the following topics is provided in part by Guide Dogs Victoria, one of our two affiliated guide dog training centers. ... www.eyeofthepacific.org/training.htm - 19k - Cached - Similar pages - Note this
- Dog Training**: This dog training site provides non-biased reviews on popular programs that teach you to train your dog. www.dogtrainingguide.org/ - 11k - Cached - Similar pages - Note this
- Guide Dogs for the Blind: Guide Dog Mobility Training**: A graduate hugs her yellow lab Guide Dog. As the largest school serving the United States and Canada, we are able to provide highly personalized training.

Sponsored Links:

- GuidingEyes for the Blind**: Premier Non-profit Guide Dog School needs your support! www.guidingeyes.org
- Guide To Puppy Training**: No More Gross Smells On Your Carpet. Puppy Training Guide & Tactics... HousebreakingMyPuppy.com
- Guide Dogs for the Blind**: Quality Training Program Free of Charge. Apply Today! www.GuideDogs.com
- Worlds Top Dog Trainers**: Professional easy to use guides dog obedience training secrets www.ronburgundylegend.com
- Top Dog Training Guides**: Read side-by-side Comparisons of 4 Top Dog Training Guides. DogObedienceAdvice.com

Red circles highlight the sponsored links in both the "Web" and "Sponsored Links" sections.

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