



Internet Growth Systems
growing your business online

Basic Affiliate Marketing

by

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Table of Contents

What Is Affiliate Marketing?	Page 4
How To Apply Affiliate Marketing.....	Page 6
Introduction to Main Affiliate Programmes	Page 9
Affiliate Marketing Terms	Page 10
Final Thoughts	Page 12



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What is Affiliate Marketing

Affiliate Marketing is basically an internet term for a companies sales representative, paid on a commission only basis on any sales he/she makes. Instead of being tied to just one company like "normal" sales reps, as an affiliate marketer you can promote as many companies as you want.

There are many affiliate marketing websites that group together sales websites and will pay you on your collective efforts opposed to paying you per company. Many of these affiliate sites have a minimum payout level which means you have to earn over a certain amount before you get paid, sometimes even over \$300! Although most affiliate companies pay at around \$40.

When you start your affiliate marketing business, make it fun! There are hundreds of ways to get a sale and/or to build your affiliate downline. You just need to keep working on **your** system until you find the best way to reach your monthly income targets. How you set these targets are up to you but it's often the first \$10 that is the hardest to achieve so my advice is to set this as your first target and to see how quickly and easily you made that. Analyse what worked for you and what didn't and build this into your system.

Different niches will have different strategies for getting sales, you just need to find the ones that best fit you.

The beauty of affiliate marketing is that you don't have to have a product or service to sell, all you need to do is find a niche that interests you and then find the affiliate programs that compliment that niche.

Most affiliate marketing programs will insist that any clicks and sales that you make must come from your website. If you don't have any products of your own and want to promote only affiliate products and services then you will need to take the information site approach.



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Build a website, with a few pages to start with, full of information related to the affiliate programs you want to promote. Make sure there is more information than affiliate links or the affiliate company may think you are just spamming.



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How To Apply Affiliate Marketing

Many people once they understand the basics of affiliate marketing have trouble understanding **how** they can apply it to their business and ultimately make money from it. They have the view that, "yeah that's fine but I could never apply this in my business". Wrong! Everyone can apply affiliate marketing to their business, whether they are the affiliate or they use affiliate marketing to sell their products and services.

Simply put, say you have an online business promoting your pet care business. You would search online for affiliate programs that **compliment** your business such as those for pet food, pet toys or anything to do with pets that isn't in direct competition with your own products and services – unless that is, you are only providing an information website with no products of your own and then you can promote ALL the available products relating to pet care.

Visitors to your website, if they see an affiliate banner or text link to your affiliate link which is related to what they are reading and searching for online, are more likely to click and buy from the link opposed to you having a banner on there for a high end product that is totally unrelated to your site.

There are lots of affiliate programs available for almost every type of product and service that you could possibly imagine. There are standalone programs which means, the product/service owner runs their own affiliate program from their website and if you sign up you can only sell their products and services.

There are also several and very popular group affiliate programs where one website or company promotes several affiliate programs for those not wishing to run their own in-house affiliate programs. I have listed quite a few below, all of which I use myself in my businesses.



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Which one to start with? First of all decide what you are going to be offering in terms of your own products and services or information and then search for affiliate programs that compliment your offerings and take it from there.

Either search using google or go to each affiliate program below and see whether they offer the products and services that you are looking for.

It is worth taking the time to research this fully and get it right first time.



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[Click2Sell Affiliate Program](#)

[Click2Sell](#) has set itself up as direct competition to Clickbank offering an allegedly better deal for affiliates. I say allegedly as although the theory behind it and the services it offers does seem better and more affiliate oriented, the quality of the advertiser isn't quite there. It's made up by the fact there isn't a minimum payment threshold and that you get paid directly into your paypal account.

As it's free for publishers to submit their products and services you should see more offerings as time goes on and it will be up to you, as an affiliate, to choose the better products to promote.

Program Details

Minimum Payout: N/A

Frequency of Payment: Paid Automatically by Paypal

Commission Rate: Up to 95%

Multi-Tier: YES

Sign Up Page: [Sign Up](#)

[Clickbank Affiliate Program](#)

[Clickbank](#) sells mainly downloadable products and you may even find recurring billing products too which means you get paid residual income for each sale.

There is no suitability process to go through which means you can just pick the product you want to promote, set up your affiliate link using your hoplink (your unique affiliate identifier), details in the "**promote products marketplace**"



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Program Details

Minimum Payout: \$10

Frequency of Payment: Every 14 days by Check

Commission Rate: 1% to 75% (25c to \$100)

Multi-Tier: No

Sign Up Page: [Sign Up](#)

ClixGalore Affiliate Program

[ClixGalore](#) has lots of well-known advertisers who have a presence in most big cities and who are selling physical products and other big online advertisers who can easily provide you with thousands of products which will suit almost any niche you choose.

I love promoting [ClixGalore](#) for their wide variety of products and services and how easy it is to sign up and get started making money!

Program Details

Minimum Payout: \$50/£35/AUD\$100/EUR60

Frequency of Payment: Monthly by Paypal or Bank Check
(US only)

Commission Rate: Varies

Multi-Tier: Yes

Sign Up Page: [Signup](#)

PayDotCom Affiliate Program

[Paydotcom](#) is another affiliate program mainly for download products, although you can also find physical products for sale too. There are some great affiliate link tracking tools and a huge range of products in the marketplace to choose from.



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Program Details

Minimum Payout: N/A

Frequency of Payment: Monthly by Paypal or Check

Commission Rate: Up to 80%

Multi-Tier: No

Sign Up Page: [SignUp](#)

[WCCL Network Affiliate Program](#)

Another rather unique benefit of being with [WCCL Network](#), or [MyHelpHub.com](#) which is the domain that the affiliate program is hosted on, is that **you can use your own affiliate link to purchase these products** and therefore get the products at discounted prices. What a great way to get familiar with what you are selling AND get fantastic products as well.

They have lots of product banners and affiliate tools that you can use to help you promote the products.

Program Details

Minimum Payout: N/A

Frequency of Payment: 35 days after EACH Sale

Commission Rate: Up to 60% and 5% from your affiliate's sales.

Multi-Tier: YES

Sign Up Page: [Sign Up](#)



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Affiliate Marketing Terms

Minimum Payout

Many affiliate programs have a minimum payout threshold which means that unless you sell enough products to get over this amount, you won't get paid! This is mainly to stop affiliates signing up and buying products through their own links for a discount and not promoting the products and services of the publisher.

For those just starting out in affiliate marketing it's an important factor in choosing an affiliate program and it's often better to start promoting just one affiliate program instead of several until you are receiving regular pay checks and/or bank deposits.

Frequency of Payment

This is how often the affiliate program pays you your checks/bank deposits. Some pay every 2 weeks, while others take up to 8 weeks.

Commission Rate:

This is the amount of commission that the affiliate program will pay you for each sale. It can vary from 1% to 95% depending on the value of the product/service. Don't dismiss lower commission rates if it's a high valued product in a niche market where people are buying these products regularly online.

Multi-Tier

If the answer is no, then you only get paid on the sales that your affiliate links provide. If the answer is yes, then you get paid on the sales of any affiliates that you have signed up underneath you. This can be anything from 1% to 20% but 1% to 5% is the norm.



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Passive Income or Residual Income

This is when you get paid several times over for work you only need to do once. For example, if you sign up an affiliate in a 2 tier affiliate program you are an affiliate for and they make regular sales, you then get regular payments and you don't need to do any work for it!

Niche

This is a narrow, targeted or specialized market. For example, women is a very open market in that it covers 50% of the population and would be very difficult to cater for everyone in this market.

Women in their thirties who stay at home to look after their children and love scrapbooking is a **niche** as it's much more targeted.

It's better to find a product to market to a niche, saving both time and money, than to try and market your product to everyone.



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FINAL THOUGHTS

Affiliate Marketing seems like an easy way to make money, and it is, IF you take it seriously and understand the basics of how it works. Yes, it will take lots of hard work, but believe me, it can be fun too and very rewarding, both financially and personally when your little trickle of affiliate income grows into a stream which then can grow into a river and so forth.

If you design a site with affiliate links on there, without quality traffic visiting your site, you will not get the sales. Quality traffic is those visitors who are interested in what you are promoting and not just any Joe Bloggs of the internet!

For help and support in any aspect of your business, whether you are just starting out or have hit some hurdles along the way or you want to take your business to the next level check out [Internet Growth Systems!](http://www.InternetGrowthSystems.com)

Good luck with your success.

Lesley Johnston



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Internet Growth Systems has its own affiliate program that gives you 50% commission on all sales you make, as well as 5% on 2nd tier sales.

Using affiliate links is a great way of increasing your online profits by recommending affiliate products to your mailing list and receiving commissions for any sales your mailing generates.

If you like this report then you can get it rebranded with your affiliate link and send it out to your mailing list or offer it as a free download from your website. Everytime someone clicks on the link within your rebranded report and buys something from the Internet Growth Systems eStore, YOU GET PAID!

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