

How You Can Tap On 1,000's of Available  
Digital Products To Make Commissions



**CB**  
**AFFILIATE**  
**MARKETING**

Newbies Friendly

# **CB Affiliate Marketing**

How To Tap On 1,000's of Digital Products  
To Make Commissions

**[www.CBPassiveIncome.com](http://www.CBPassiveIncome.com)**

# Start An Online Business with Affiliate Marketing Today

As you know, affiliate marketing is big business.

It's genius actually...

What better way to get the word out about products and services online than through advertising, right?

The original advertising method was word-of-mouth.

Affiliate marketing is word-of-mouth advertising **for the Internet age.**

Using a variety of tools, those with an eye for entrepreneurship and an online presence can use their sphere of influence to sell affiliate products using their websites and blogs.

What's not to like? You get to promote products that appeal to you.

Most affiliate marketers have either used the products they help to sell or it fits with their interests. It is easier to write and speak about an item or service that you identify with.

Many products promoted by affiliate marketers would interest their current business customers. People start businesses in areas where they have previous knowledge. Choosing affiliate products along those lines means content can do double duty. And, your customers will likely want to hear more about them.

In this way, affiliate programs offer additional streams of income for online business owners.

Promote as many affiliate products as you have time for and interest in. sites with affiliate programs offer most of the tools that you need to advertise their products.

Best of all, there is no product order fulfillment or customer service questions to answer.

Those who have been using affiliate marketing as a business know all of this already. This business model is also the key to taking your affiliate marketing career to the next level.

Sure, you can continue to earn commissions for others and make a great living at it. But, what if you could also boost income in your direction?

Maybe you have since developed informational products for your website or an actual product. What's to stop you from using your affiliate marketing business to enhance the awareness of your services as well?

Affiliate marketing can be used to build your list as well (we'll cover this later).

Whether you have a blog or a website, there is no substitute for a dedicated group of subscribers who are interested in what you have to say.

Increasing that list requires work, research and time. You can kill two birds with one stone (so to speak), by using advanced methods through your affiliate marketing methods, to grow your list as you increase business for affiliate owners. It's time to raise the roof on your current affiliate marketing projects.

If you're new to affiliate marketing, the easiest way to get started is to target hungry market, and choose products to promote from [www.Clickbank.com](http://www.Clickbank.com).



In Clickbank, you will be promoting digital products.

These are downloadable products like ebooks, memberships to websites, videos, software and similar items.

You may find commission rates as high as 50%, 75% or even more on digital products, since the vendor doesn't have as high overhead costs for these products!

How big ClickBank is?

Taken from <http://www.clickbank.com/corp/our-story> :

*“ClickBank has grown to be a top 100 internet retailer and leader in digital e-commerce, driving over \$3 Billion in sales, improving the lives of over 200 Million customers and working with more than 6 million entrepreneurs in 190 countries around the world. Our multi-lingual customer service team now receives over 2,000 calls each day – no “you’re it!” required. The company has offices in Boise, Idaho and Broomfield, Colorado.”*

## **Target the Market**

You need to target hungry market, and find out what the market is already buying, and you'll sign up for related affiliate programs.

That way, you earn a nice commission every time someone buys one of these products through your link.

So let's go through the steps required to find these products and then do your due diligence to make sure they're suitable. These steps include:

Step 1: Find out what's already selling.

Step 2: Research the product.

Step 3: Check for commission "leaks".

Step 4: Join program and get your affiliate links.

Let's look at each of these steps in more detail...

## **Step 1: Find Out What's Already Selling**

Go to [www.Clickbank.com](http://www.Clickbank.com). What you want to do is run a search for your niche's main keywords (like "dog training" or "organic gardening"), and then look for two things:

**1. Bestselling and popular products.** Clickbank automatically sorts your results according to bestsellers, meaning the popular products will appear at the top of the results.

Tip: However, take note that occasionally a product might be a bestseller, at least on the day you're looking at it, but perhaps

that's a fluke. That's why you need to look at this second bit of evidence...

**2. Multiple competing products.** The second thing you want to look for is whether there are several similar products being sold. For example, if you ran a search for “affiliate marketing” in Clickbank, you'd immediately see hundreds of results... and many of these products are nearly identical. That is a GOOD sign, because it tells you that the product is so popular that there is plenty of room in the market for competitors to sell similar products.

Once you've determined the top-selling products in your niche, then make a note of the top five or so. Your next step is to research them...

## **Step 2: Research the Product and Vendor**

Now you need to make sure that you're recommending good products to your prospects. That's because your reputation is very important, and you'll be developing a relationship with your newsletter subscribers (we'll cover this in the later chapters).

If you recommend poor products, you might get your subscribers and other visitors to buy from you once... but never again.

However, if you consistently recommend good solutions, then your subscribers will come to trust you, and they'll buy your recommendations again and again.

Your first step is to read or otherwise review the product yourself. In other words, buy the product and use it.

If it's an ebook, read it. If it's a software, use it.

Then you should automatically eliminate any poor-quality products from your list.

Now you have a list of solid products. Your next step is to do some research in Google by searching for the product name and the product creator's name. You might also do additional searches using words like "review" and "problems" (e.g., [product name] problems). What you're looking for are any red flags, such as customers complaining about lack of functionality, lack of support, an inability to get a refund and so on.

*Tip: Keep in mind that just about any popular product or vendor will get some complaints from customers—just look up your own favorite products. Also, there are some fake negative reviews from unethical affiliate marketers. They will write fake negative reviews, optimize in the search engines to be found for the product's keywords, and promote their own affiliate offers.*

*For instance, our #1 top product in ClickBank, CB Passive Income at <http://www.cbpassiveincome.com>. Because it's so famous, many unethical marketers use it's brand to get top ranking in Google and write negative review so that they can promote their own products. Truth is, this product have helped thousands of affiliate marketers to get started and making their first sale online.*

*However, what you're looking for is a pattern of complaints, or a disproportionately high number of complaints.*

Once you've further narrowed down the list by doing your due diligence on the products and vendors, go to the next step.



## **Step 3: Check for Commission “Leaks”**

You need to make sure that there are no commission leaks on the page.

That is, you need to make sure the vendor hasn't inadvertently (or deliberately) set up the page in a way that hijacks your commission link or decreases the conversion rate.

Here's what to look for:

- ! Pop up screens with affiliate links.
- ! Any type of links or advertisements to other offers on the web page.
- ! Non-essential links (basically, anything that doesn't point to an order form like a blog link, other products, etc)
- ! Other forms of payment for which the affiliate doesn't get credit.
- ! A newsletter subscription form, where the newsletter content itself overrides the affiliate cookie.

You can use link shortener link [bit.ly](http://bit.ly), [tinyurl.com](http://tinyurl.com), etc to hide your affiliate link. Or if you're familiar with Wordpress, there are many affiliate link plugins that are free to use.

Once you've completed this check, then move onto the next step...

## **Step 4: Choose the Best Product**

Now that you've done all the research, you can choose the best products from your list.

You'll do this based on the overall quality of the product, the commission rate and other relevant factors (such as whether you think the sales materials will produce a high visitor-to-buyer conversion rate).

Go ahead and rank these products, with your top pick at the top of the list.

While you may promote all of these products at some point, you'll start by focusing on just one product.

Finally, join the affiliate program and get your affiliate link (this is the link you'll give to your prospects when you promote the product, so that you get credit for the sale).

It's very simple to get your affiliate link.

Once you decided the product you wish to promote, just click on the "Promote" button beside the product description like the following:

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**The CB Passive Income For 2017! (view mobile)**

V 4.0 Is Now Live For 2017! Customers Can Now Turnkey My Entire Affiliate Marketing System To Make CB Commission On Auto-pilot! We've Paid More Than Usd \$600,000 Affiliate Commissions! Register Free At  
[Http://cbpassiveincome30.com/jvpage](http://cbpassiveincome30.com/jvpage)

Avg \$/sale

**\$103.37**



[Vendor Spotlight](#)

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**Stats:** Initial \$/sale: **\$32.93** | Avg %/sale: **50.0%** | Avg Rebill Total: **\$125.98** |  
Avg %/rebill: **54.0%** | Grav: **156.94**  
Cat: **E-business & E-marketing : Affiliate Marketing**

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# The Secret of Generating ClickBank Affiliate Commissions With List Marketing

For the rest of the chapters below, I'm going to give you many marketing ideas and strategies to promote affiliate programs so you can make commissions.

But all of them are based on the concept of building a mailing list.

Because the secret to affiliate marketing is NOT to send your visitors directly to the affiliate program's salespage...

Instead, send them to your own lead-captured page first.

Here's a sample of a lead-captured page:

**"A Simple System How To Add 100 to 200 Targeted Subscribers Into Your Mailing List Every Day"**

You don't need a product, affiliates or even a list to get started. Now YOU can use this proven system to build your list consistently and generate a passive monthly income online...

Just enter your email below and click "Get Instant Access" to download your copy of Build And Grow Your List Fast eBook for free:

**FREE INSTANT ACCESS**

\* your privacy is 100% safe \*

[Privacy Policy](#) | [Terms of Use](#) | [Earnings Disclaimer](#)

Then you can follow up with your leads.

So even though you're not pitching any products for them to buy but simply by recommending good resources with your affiliate links, you could be generating commissions.

## 1. Identify "Pillar Affiliate Products"

These are products that have proven to have a good track record for you as far as sales and appeal to your niche audience.

As far as sales go, these products have earned you the best or most consistent commissions.

If you do not have any of your own sales yet, then you can evaluate by seeing the Gravity of the product in ClickBank:

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<p><b>The CB Passive Income For 2017! (view mobile)</b> V 4.0 Is Now Live For 2017! Customers Can Now Turnkey My Entire Affiliate Marketing System To Make CB Commission On Auto-pilot! We've Paid More Than Usd \$600,000 Affiliate Commissions! Register Free At <a href="http://cbpassiveincome30.com/jvpage">Http://cbpassiveincome30.com/jvpage</a></p>	<p>Avg \$/sale <b>\$103.37</b></p> <p><b>PROMOTE</b></p> <p><a href="#">Vendor Spotlight</a></p>
<hr/>	
<p><b>Stats:</b> Initial \$/sale: <b>\$32.93</b>   Avg %/sale: <b>50.0%</b>   Avg Rebill Total: <b>\$125.98</b>   Avg %/rebill: <b>54.0%</b>   Grav: <b>156.94</b></p> <p>Cat: <b>E-business &amp; E-marketing : Affiliate Marketing</b></p> <hr/>	
<p></p> <hr/>	

Also, if you promote products with recurring payments (such as membership sites), you'll continue to earn commissions on a regular basis.

Concerning appeal, these products align with the interests of your readership. Your subscribers and/or customers want to know

about goods and services that coincide with the topic of your content.

These links fall naturally within the content and are readily clicked by your traffic.

The best pillar products are those that you trust and believe in.

Where there are trusted brands, people will opt-in because of the reputation.

Those who are your loyal subscribers will read your personal testimonials and use affiliate products on the strength of them.

To begin, select two or three pillar products with which to test your affiliate marketing strategies.

Identify the content that you have used to promote these products.

## **2. Unique Ways to Promote Affiliate Programs**

Do something out of the ordinary.

Go beyond advertising techniques that you are currently using to promote affiliate products. Here are some of them...

### **i. Offer “bonus” products to your subscribers**

Bonus products are really free products that offer some value to the subscriber.

Digital products sell well and can be downloaded in 60 seconds or less.

This includes videos, eBooks, audio content and more. The appeal is that it will only be available to those **who sign up through your affiliate link.**

Choose a unique report or digital product. For instance, if you are promoting CB Passive Income, the “bonus” could consist of an eBook on how to get traffic from social media.

Instruct subscribers to forward their receipt to you and send them the bonus.

Now, they are aware of you and the quality products that you offer as well.

Using your affiliate links in this way also allows you to track your affiliate sales.

Through each email sent to you from someone who used your affiliate link, you can verify every sale made through that link. It helps if there are any discrepancies with payment. Leave nothing on the table.

You can get bonuses by acquiring resell rights or private label rights of other products available. If you simply type, “keyword resell rights products” in Google, you’ll likely to find products where you can obtain the rights to add as bonuses.

## **ii. Record Tutorial Videos on YouTube To Promote The Affiliate Products**

What better way to convince your audience that these affiliate products are worth their time and money?

Demonstrate their usage in a video.

For instance, if you are promoting a new gardening tool, center your video on how to use that tool effectively.

This is a way to build a trust relationship with the audience. People get to see the product in action, increasing their faith in it.

There are many potential customers who are searching for “The Affiliate Program Name Reviews” in Google or Youtube.

### **iii. Webinars**

Want to get an audience interested?

Host a chat with the creator of one of the affiliate products that you promote.

Discuss their product and the impact it can have in the lives of customers. Not only does the audience get to see you but the person they will be buying from as well.

Make sure that you pose questions that touch on potential audience concerns about the product and get definitive answers. Don't forget to include your affiliate link at the end of the webinar.

### **iv. Coupons Advantage**



Everyone loves a coupon. It represents a discount on something that is a value product. Ask if a custom coupon is available for the affiliate program.

Then, display it in a blog post or website content as a textual link or as a picture ad. Because it is actually a link to the affiliate page, you will earn money and your traffic will get a good deal when they click through.

Picture ads may feature the coupon code prominently so it can be entered at checkout.

These instructions can be spelled out in a post or article that mentions the coupon.

## **v. Write a Product Review for Your Audience**

The secret here is to be transparent. The quickest way to lose the trust and confidence of your audience is to endorse a product that is worthless.

Just because you can make big commissions is no reason to try and fool your audience. Be honest in your assessment of the pros and cons.

Include affiliate links at the end of the review to show your audience where they can buy the product.

You can be posting your reviews on your own blog or other social media websites. You can also be posting in forums.

## **vi. Email Autoresponder Series – The Automated Commission Generator**

This is where you need to have a strong marketing strategy.

Through a series of emails, constructed with the goal of getting your audience to click an affiliate link, entice your readers into taking a look at the products you are promoting.

A good autoresponder series is composed of “soft” and “hard” sell strategies.

Don't try to sell the readers something in every email.

Use the first one as a welcome, “let's get to know each other” proposition.

Provide useful information in this first interaction as well. If you are promoting an eBook on retirement planning, fill the email with tips for how to get started with retirement accounts.

The second and third email can, likewise, offer tidbits on various aspects of planning for retirement.

You are providing something of value to interest your subscribers. In the fourth email of the series, provide links to where they can buy the eBook through your site.

### **“Protect” Your Affiliate Link**

Email is a great way to capture subscribers who may have signed up or clicked an affiliate link through your content but never really visited your website.

The content can be targeted to your list to ensure that everything you offer is something of value that they will want.

So, here is where we get to make your job a bit easier especially if you are participating in several affiliate programs at once.

**Set up link redirects** – This is for your affiliate links. Platforms may change but you don't have to track down each affiliate link in every piece of content you created and fix it. If you're family with Wordpress, there are many free plugins than can create redirects from the original links. If you're a newbie, you can always use [www.bit.ly](http://www.bit.ly) and other available URL shortener services.

Edit it here and the link will be adjusted everywhere automatically. This way, you can be assured that your affiliate links will send traffic to the right products and continue to earn money.

**Track affiliate link results** – It is possible that you could be leaving money on the table. Links clicked could be missed and not calculated as part of your commission check. A good way to keep track of affiliate links is through your bonus offers.

Requiring confirmation through a receipt from the affiliate site merchant offers proof of a click and an earned commission. Compare these to be sure you are earning all that you are entitled to.

## **The Benefits of Multiple Subscriber Lists**

Have you ever heard the adage, “Never put all your eggs in one basket?”

The same goes for your list of subscribers. Depending on where you acquired your subscribers, their interests may be subtly different and that could mean more profit for you if you handle it right. As a website owner, you have traffic that has been driven to you by the keywords you promote.

Maybe your site emphasizes natural beauty, for instance. The products you create may be centered on the subject of “facial care”. This is your niche topic.

A certain cross-section of the beauty population that feels strongly about facial health will be interested in your products and information.

Natural beauty encompasses a wide variety of niche subjects and any one of them could be featured in an affiliate product.

Now, if you promote organic body lotion, that target audience may change a bit. They are still interested in natural beauty, but with an emphasis on the skin of the entire body and not just the face. This traffic is interested in an affiliate product but not necessarily your products on facial care.

Each subscriber list will have its own focus. If you are promoting a variety of natural beauty products (to use the example above), knowing who is more likely to click those links will drive what content you send them and what bonuses you offer.

Email marketing strategies are easier to plan when each subscriber on the list has the same specialized interests. The results won't be “hit or miss” but “hit and hit.”

Every subscriber on your list should come in via some type of form. It could be an opt-in for a newsletter, a free e-course, a free eBook, a webinar or a free trial to name a few.

Once this information is gathered, you can further segment the list based on the form used.

Using the example above, those who clicked on your affiliate link for organic body lotion may have been offered a free eBook as a

bonus. When they go to claim their freebie, the link given will lead to an opt-in page that asks for their email address in order to get the download promised.

You get the idea. The eBook subscribers are not particularly looking for facial care but you can show the correlation between body care and facial care in a series of emails that culminates in an offer for one of your products.

## **Lead Magnets**

*Lead magnets* (like free eBooks, reports, etc) can be used to draw more subscribers to your website as a by-product of affiliate marketing.

In general, lead magnets are incentives to entice people to give you their email addresses.

What they are getting in exchange needs to be something of value that would interest their subset of the niche you are promoting. The incentives that you offer may have to be created specifically for that group.

Here are some examples of lead magnets:

- **Checklists** – Checklists are easy to read in a bullet format and can be used over and over to assess progress. The information you provide should give the reader a step-by-step process to follow that will add some value to their life.
- **EBooks** – Who wouldn't want a book for free? Digital products are easy to download and can be read on a variety of devices making it portable. Make sure yours is optimized for mobile devices and tablets.

- **Free resources** – These would probably appeal more to those who deal with website design or another area of technology where a free resource might consist of snippets of code, stock photos, free or “lite” versions of software products or samples.
- **Email courses** – Courses in your Inbox are like correspondence courses (if you are old enough to remember those). Just for sharing their email address, they get a weeklong course that provides helpful information about a topic like how to plant a vegetable garden, how to protect your face during winter or how to tweak your website design to attract more visitors. The content of the course is up to you.
- **Free access to upcoming events** – Maybe you are hosting a webinar about skin care or featuring experts in the field. Anyone interested in that topic or some portion of it would love to tune in. The fact that you are offering them a chance to participate for free is a win-win for them.

But also, keep in mind that your prospects are very careful about guarding their email addresses.

They’re not going to give up their address for a run-of-the-mill lead magnet. That’s why you need to make sure that you’re offering lead magnets with these characteristics:

- ! **They’re valuable.** Even though you’re giving it away for free, it should be something that you could easily sell.
- ! **They’re desirable.** This is key – if people don’t want your lead magnets, then no one is going to join your list.

So how do you make sure you have an in-demand lead magnet?

Simple: you find out what other lead magnets in your niche people are getting excited about.

One way to do this is to go to a marketplace like Clickbank.com to find out what other people are buying.

If people are laying down good money for a particular kind of product in your niche, then you can bet they'll happily exchange their best email address for it.

The second way to find out what's popular is to check out what sorts of lead magnets and other content your competition is delivering. You can do this by:

- !       Subscribing to their mailing list to see what type of content they repeatedly deliver.
  
- !       Read their blogs to see which posts are popular (e.g., they get a lot of comments, or perhaps they're even featured on the blog).
  
- !       Follow them on social media to find out what sort of content they're sharing, and which of these pieces are popular among their followers.

## **Multiple List Strategies**

The biggest benefit of **multiple list strategies** is that you can control the flow of information.

The portion of your list that is interested in gardening tools won't receive the same tips and offers as the group that wants information on how to plant a vegetable garden.

The former knows about gardening and wants to know about the right tool for the job.

The latter may be beginners who need to learn about soil acidity, zonal planting and weed issues. They both center on the larger topic of gardening but with different subtopic interests.

Here's a practical example. If the affiliate product was a mulching tool, there are two lists you could create: (1) gardening and (2) gardening tools.

If you had a group that wanted to grow a vegetable garden, this product would be useful to them as well as a group that were more interested in just tools. It could be mentioned in an article about prepping your ground for a vegetable garden.

With the second list, the mulching tool would probably feature more prominently in an article that mentioned technical aspects of using the tool.

The same product is practical for both lists but with a different slant.

Multiple lists can drive social media interaction. The group that communicates through social media can be directed to your Facebook page or Twitter account. Here, you can build a relationship with them that may extend to them sharing your posts with others, widening your net of potential subscribers even further.



It doesn't cost much. Depending on your email service, creating multiple lists has more of a benefit as far as target marketing. If you have grown your vegetable gardening subscriber list to 10,000, that's a guarantee of at least several thousand sales if you sell a book on the subject.

Remember, these people gave you permission to use their email address so they want to hear from you and are interested in what you have to offer.

## **vii. Creating Content that Captures**

It is about what you say as well as how you say it.

Don't be afraid to give your content a facelift.

Remember those posts and articles we mentioned that led to higher conversion rates with your affiliate links? Review them and add updated information that will appeal to your chosen audience. Add product reviews to the articles where they add value for your readership.

General pieces, or "evergreen content" is great to highlight a niche topic.

The information is always valuable to readers because it provides a basic foundation. As you move into subgroups within a niche, the content you showcase must also zero in on its target by speaking directly to needs of the people on that subscriber list.

Keep your content in line with the products that you are promoting.

If mineral makeup is your affiliate product, articles or posts about lotion, though both products may be “natural,” will not endear your audience to you.

Stay consistent with the type of content you supply for any given affiliate product.

And maintain a similar voice. Changing your perspective on skin care from one product to the next simply to gain a commission will look suspicious and untrustworthy to your subscribers.

Also...

There must be a reason why some content is very good and some content is very bad.

There must be a reason.

There is.

And that reason is this –

"Quality" writers approach content creation as a craft.

The good news is this:

by focusing on two key components all writers can create the kind of content that generates interest and demand.

Before I explain how to weave both of these components into your content, let me first explain the reality of why these components are necessary in the first place.

People read for two basic reasons -

1) They want to be ENTERTAINED. Many people read because they enjoy a good story. They settle into their favorite chair and John Grisham whisks them off to the courtroom for a legal adventure or, maybe, they head to the bathroom with a copy of National Enquirer to read about a three-headed alien who's been dating Lindsay Lohan, whatever, they read to be entertained.

2) They want to be EDUCATED. There are other times when people read because they want to learn something. That drain beneath the kitchen sink is leaking again; a dormant website needs traffic; mom is coming to her house for Thanksgiving. Whether it's a do-it-yourselfer looking to improve his home or an internet marketer looking to drive visitors to her site.

So, those are the two basic reasons why people read.

Listen to me carefully. This is the "ultimate" mastery of your craft -

To teach readers something desirable to them in a way that they find enjoyable.

That's the goal. Put a great big bull's eye right there. And fire away.

So, let's talk about some specific practices for each of these two components. How can you make your content entertaining?

How can you make it educational?

## **Content Component #1: Entertain**

There are many, many ways to make your writing a form of entertainment. Briefly, let me point you towards 6 methods of engaging your reader and making the consumption of your content an enjoyable experience for her...

**Analogies.** A great way to keep your content flowing is to use a few analogies. That is, you compare one item to another item.

**Humor.** A little chuckle goes a long way when it comes to the enjoyment factor of reading. Most everyone likes to laugh. Don't use too much humor and stay away from offensive humor, but by all means insert light-hearted fun when applicable.

**Acronyms.** Another idea is to organize your content by using an "acronym". Like, "How To S.E.T.U.P. A Web Site" or "How To I.M.P.R.O.V.E. Your Writing" are just a few. In these instances, the words "Setup" and "Improve" were used to reveal the various parts of the content. Not only do people love them but it also allows you to have something original that is uniquely yours.

**Storytelling.** A good story always engages the reader. Especially when it is relevant to the point being made. Keep them short (don't launch into the great American novel - this isn't Hemingway) and lively and they'll only enhance your writing.

**Editorials.** Opinions are like noses ... everyone has one. So, why not share yours? To be sure, you may want to steer clear of any controversies that might damage your reputation and business, but don't be afraid to get personal when you write.

**Revelations.** A simple way to get someone reading deeper into your content is to make a statement of something you'll be sharing later in the content. It's so easy to do. If you read back to something I wrote earlier in this article, you'd find this statement: "Before I explain how to weave both of these components into

your content, let me first explain the reality of why these components are necessary in the first place." Do you see how that works? I set the table for what I'd be revealing shortly.

So, those are just a few ways you can "entertain" your readers and make the consumption of your content an enjoyable experience.

But, what about the other component?

How do you "educate" them? Let's take a look.

## **Content Component #2: Educate**

There are many ways to do this effectively. There isn't a standardized formula that all content must adhere to in order to get it right. However, I do believe that there are three basic parts that should be included in virtually every piece of content written as far as those involved in selling information.

**Action Steps.** If someone is intent on learning a process, they want to know the necessary steps involved in completing it. For example: If I want to learn how to bake a cake, I don't want a list of ingredients with the instructions "Mix these together". I want a detailed, chronological list of what to do, step-by-step. Certainly, not all content is a "tutorial" (The very lesson you're reading isn't in step-by-step format) but, when applicable, always explain things in chronological, reasonable steps.

**Brainstorming.** Two of your favorite words as a writer should be, "For example". The missing element of most information products and associated content that I've read is the use of "examples" and "ideas". Most people present some information and then leave it to the reader to figure out how to apply that information for their own use. That's usually not a good thing. Instead, it's important to

provide as many different examples, case studies, ideas, etc. as possible to give the reader a good idea of how to accomplish what you're suggesting. They want to see the content in action; they want to see how they can use it themselves.

**Tips.** Everything you write should have tips included. Everything. Tips come in many shapes and sizes: keys, tactics, techniques, ways, methods, options. As many of these as you can include in your writing, the better. All it takes is for one good idea that you've shared to satisfy the reader. If you share 10 ways to do XYZ and number 7 clicks with the reader, they'll love you.

## **Viii. How to Rock Affiliate Product Launches**

Product launches are a great opportunity for increased sales as you build hype around the big day. A product launch is simply the first time that the public has access to a new product. In advance of that event, buzz is generated through advertising.

Businesses can use affiliate programs to build the anticipation for their upcoming products so sales pour in right from the beginning.

### **Launch Jacking**

Launch jacking is a way to capitalize on the introduction of a new affiliate product. As the word gets out and traffic builds, it is time to get in position.

Once you find a new product launch, sign up so that you are getting in on the ground floor. As an affiliate marketing tool, buy a domain name related to the product.

Here's an example. If the product is called *Magic Makeup*, buy the domain name *magicmakeupreview.com* (this is just an example) and write a review for audiences.

Once the product goes live, people will search for information on it. You can get ahead of the market by crafting content around this product's niche as well as writing an honest review of the product and including your affiliate links.

As the launch gets closer, add more content that updates the readers about what is happening.

Link to your content on social media to further fuel the frenzy.

You are now poised to win any prizes offered for top affiliate sales as well as receiving unbelievable commissions.

Begin building your online business here by signing up to promote the products of others.

Choose ones that you believe in and can endorse to your traffic.

But, affiliate marketing doesn't have to only benefit the host site. You can grow your list as well through your affiliate marketing efforts.

Learning to use the power of email can take the sales from your most popular affiliate links and redirect them to your site through lead magnets and offers to flesh out your subscriber list at the same time.

### **3. UTILIZING THE POWER OF EMAIL**

#### **The Benefits of Email Marketing**

Email can provide the personal touch.

We started off with building a list to promote affiliate programs.

Because “the money is in the list.”

It is a chance to build a relationship with your traffic in the hope that they will become subscribers, surrendering their email addresses in faith.

When it comes to affiliate marketing, people find out about the affiliate products that you are promoting through SEO marketing of your posts and articles, social media promotion and probably ads.

Using targeted keywords in all these places increases the likelihood that someone with an interest in this niche will find you and your affiliate links.

We are oversimplifying the process a bit but you get the gist of what is being said.

Email marketing captures traffic that could be left behind using the traditional marketing strategies of affiliate marketing. It picks up:

- **Those who don't use social media** – Yes, there are still people who are not a part of the social media age. But, that doesn't mean they don't use the Internet. And, including them in an email strategy will introduce them to not only your affiliate products but also your personal products on your website.
- **Those who haven't visited your website** – These people are on the other side of the coin. Maybe they use social media and find your affiliate products through ads. Now, you have a chance to draw them into your website through an email marketing campaign.



## **Creating an Effective eMail Follow-Up Series**

These are the series of emails that you send out as a result of offering a bonus or incentive for clicking an affiliate link.

In order to take advantage of a series of email autoresponder messages you need an email service. We mentioned a few earlier.

Once you have signed up with a service you can begin constructing the series you wish to send out to those who sign up for the free bonus offers.

Once someone fills out and submits your opt-in form, a welcome email should be sent out to them within 24 hours.

Include instructions for claiming the free offers through a link. everyone won't click this link in the first email. Maybe they got busy or accidentally deleted it.

Another email can be sent out a couple of days after the first to capture those who did not click through.

Your email service can offer options to ensure that everyone doesn't get this second email, especially those who already accepted their bonus offer.

As new subscribers sign on through affiliate links, ensure that they begin receiving the same email series and any other information as previous subscribers so they don't miss anything important about your website or your products.

Again this can be set up through your email service.

Use email broadcasts to keep subscribers in the loop.

These are certain types of emails sent to your entire list or a segment of that list depending on content. It is designed to inform and maintain the relationship with those on your list who may or may not have bought anything lately.

Here are a couple of types of email broadcasts:

- **Newsletters** – These are meant to inform and are sent to the entire list mostly on a weekly or monthly basis. They may include new product launches, affiliate links, fresh content, contests and more.
- **Sales broadcasts** – They can be sent to segments of your main subscriber list depending on the product featured. The idea is to highlight an offer through a clickable link.

Try not to concentrate on sales with email follow-up series.

The idea is to build a rapport with your list. Offer valuable content within the first two or three emails (soft sell) to gain trust. Finish up with the product offers (hard sell). People don't want to feel like they are being pitched to even though they want to buy your products.

Here are 7 ways how you can fully utilize follow up emails:

### **1. Distribute Ongoing Freemiums That Lead To Offers**

The idea here is to surprise subscribers with unannounced bonuses that will keep them opening your emails with anticipation. They never know when they'll get the next freemium, so you can bet they'll open all your emails.

Now here's the key...

You're not just delivering a bunch of freebies to people. Instead, you're offering high-quality products that naturally lead to paid offers.

For example:

- ! You might offer the "lite" version of an app for free. If people like what they see, they'll upgrade to the premium version.
- ! You might offer one video module out of a training series for free. Again, if people like it, then they'll purchase the entire set of training videos.

## **2. Drive Traffic to Your Blog**

What you do here is direct your list to your most popular archived, evergreen articles.

Here's why: if you can get people to get engaged on your blog, then you have a chance to put various links and calls to action in front of them. This may include:

- ! Links and calls to action embedded right in the articles themselves.
- ! "Feature product" ads in your sidebar.
- ! Product ads at the end of articles.

### **3. Poll Your Audience**

What you do here is use your newsletter to poll your audience and learn more about what they want. You can ask them questions to help uncover information such as:

- What are their biggest niche-related problems?
- What solutions have they tried?
- What are the shortcomings of these solutions?

The answers to these questions will help you send out content and offers that your newsletter readers really want, which will in turn increase conversions and sales.

### **4. Build Relationships**

If you just blast your email list with one cut-and-paste promo after another, your conversion rate is likely to stagnate. That's because your subscribers don't know, like or trust you – all of which are essential to sales.

Point is, give your readers a chance to get to know you. You do this by:

- ! Sharing personal stories. It's best if these are niche-relevant stories, but sometimes you may just drop in notes about what's going on in your life, such as going on vacation or having a baby.
- ! Sharing case studies of what happened when you used a particular product or strategy. Be sure to share lots of data,

but also share the personal side of the story, such as how you felt, which is inspirational and motivational.

## **5. Offer Themed Emails**

This is a good way to train people to open your emails, as well as build relationships with subscribers. The idea is to send out themed emails on a weekly basis that your subscribers can look forward to. For example:

- ! Question Of The Week
- ! How I \_\_\_\_\_ (e.g., “How I Quit My Job and Started a Six Figure Business”)
- ! Case Study of The Week
- ! Resource of the Week

## **6. Create a Multi-Part Series Around One Main Offer**

People rarely buy an offer the first time they hear about it. That's why you'll want to create a series of three to seven emails for EACH product you promote. Each series will consist of related materials, all of which promote just one product. For example:

- Five Ways To Retire With \$1 Million In the Bank
- The Three Secrets of Fast Weight Loss
- The Four Steps To Setting Up a Successful Blog

## 7. Send Special Emails On Occasion

Here's a list of simple emails you can send out from time to time to drive traffic and generate sales:

- ! Send out solo ads once a month or so to promote a particular product.
- ! Survey customers and get their feedback about how to improve your products as well as your newsletter.
- ! Ask customers to beta test new products. (This gets them involved and helps develop loyalty.)
- ! Invite subscribers to connect with you via other platforms, such as social media.

## **HOW TO CREATE PASSIVE INCOME WITH AFFILIATE MARKETING...**

When you have a mailing list, you'll still need to work because you'll need to:

1. Continue to provide valuable content to your list
2. Research for good products to be promoted and coming up with bonuses
3. Crafting email promotions to be sent out

Is there an easier and quicker solution? Hire an internet marketing expert to do this for you. The problem is, hiring experts to do your work is expensive.

But, uniquely, CB Passive Income License Program can truly create passive income for you.

With this program, you're literally cloning a Clickbank Super Affiliate's entire affiliate marketing system and you can create passive income because **he will work FOR YOU**.

And the best part is, you will build a list which the system will help to monetize for you.

This way, you will make long term online passive income.

All you have to do is to focus on one simple task - give away his software or courses for free.

You'll then get subscribers and the systems automatically take over and it's all hands free income and support for you after that.

He will even train you how to promote the software or courses effectively.

This is by far, one of the best systems for you to generate **lifetime affiliate commissions passively**.

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