

# Ewen Chia's Affiliate Of The Month™

## Affiliate Of The Month™



## The Complete Affiliate Of The Month™

### Member's Only Affiliate Training Course

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## About The Author: Ewen Chia



Ewen Chia has been marketing on the internet since 1997 and is one of the biggest internet marketing gurus online today who actually 'walks the talk'. He is the owner and CEO of Autopilot Internet Income Pte Ltd at <http://www.AutopilotInternetIncome.com>.

Ewen's expertise is in **helping ordinary people and small business owners start their own profitable internet business quickly and easily** using a proprietary and easy to understand step-by-step system.

Ewen has successfully taught thousands his proven system on how to live the internet lifestyle; quit their jobs and achieve financial freedom from their own internet businesses. If there is one person who can help you to do the same, it's Ewen Chia.

As a well-known and highly-respected marketer, Ewen is often called upon for his powerful and ingenious marketing advice, especially in the areas of affiliate marketing, affiliate management, list-building, email marketing, product creation and online branding.

Ewen is also widely acknowledged as the hidden '**secret weapon**' of many other internet marketing experts for his uncanny ability to trounce the competition and take on the **coveted #1 reseller spot** in almost every major marketing rollout.

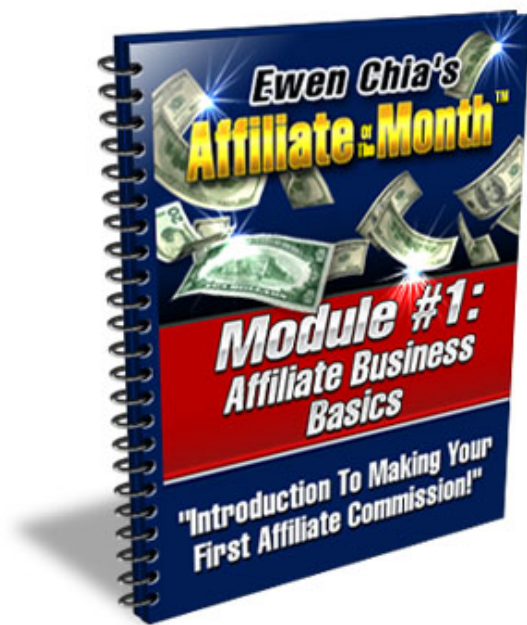
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## Affiliate Of The Month™ Affiliate Training - Module #1:

# Affiliate Business Basics



## "Making Your First Affiliate Commission - An Introduction!"

## An Introduction To The Perfect Internet Business: Affiliate Marketing!

If you're already familiar with the concept of affiliate marketing, you can skip this section and move ahead. Likewise, if you're totally new to affiliate marketing, then keep reading...

You're about to be introduced to a very profitable business model!

**Affiliate marketing is based on a simple concept: *incentive-based marketing*, where the 'incentive' is derived from profit sharing.**

You see, one thing Internet merchants always want more of is traffic and visibility. However, they wouldn't be able to generate nearly as much traffic if they did all the marketing themselves, so...they create affiliate programs.

In other words, they create a 'virtual sales team' that can go out and generate all of this extra traffic and extra sales for them.

What is unique here is that just about any one can sign up to be an affiliate of a given online merchant. When you sign up to an affiliate, you don't literally work for the company in an 'employer/employee' sense of the word.

Instead, you're a free agent who markets and promotes the company at will, but *only because they've given you an incentive to do so* – and that incentive is your **affiliate commission**.

Affiliate commissions are commissions paid on referred sales. Sometimes your commission will be a flat-fee. More often, your commission will be a certain percentage of a product's price.

Let's say you're promoting a \$97 product, and the merchant promises you a 50% commission. For every sale you refer, you earn a \$48.50 commission.

Now, how does the merchant actually know to credit you with these sales? Easy. You're given what's known as an **affiliate link**.

Affiliate links are hyperlinks which uniquely identify an affiliate.

They are specially coded to send the visitor to the correct page on the merchant's website, while *also* recording a "hit" or 'referral' to the correct affiliate.

Here's an example of a [ClickBank](#) affiliate link, note the structure:

`http://YOURAFFILIATEID.MERCHANTID.HOP.CLICKBANK.NET`

Replace **YOURAFFILIATEID** with your ClickBank nickname, and replace **MERCHANTID** with the merchant's unique ID....and a real ClickBank hoplink that makes you affiliate commissions from promoting that merchant's product would look like this:

*<http://chiaewen.autopilotp.hop.clickbank.net>*

This would be my affiliate link for another of my product [Autopilot Profits](#), an extremely hot-selling turnkey money-maker that's being sold through ClickBank.

Any time someone clicks on that link and buys the product, the affiliate, 'chiaewen', gets credited with the sale and earns a commission...from a product he or she DID NOT create.

Pretty simple, right?

This is affiliate marketing in a nutshell. You can sign up as an affiliate with any merchant running an affiliate program. You get your unique link, and send traffic through that link.

If your referred visitor buys the product, bingo! You earn a commission.

## Why Affiliate Marketing Is The Quickest, Easiest Money-Making Model Online:

Affiliate marketing presents an ideal route for the average person to get started in online business.

It doesn't matter whether you're just looking for extra spending cash, or intend to become a full-fledged online entrepreneur, affiliate marketing is suited to both of those goals!

In order to understand why this is so, you need look no further than to the issue of overhead expenses.

Start-up costs are likely the number one reason most people shy away from the idea of making income on the internet...

**There's a misconception out there that says you have to build a huge website to sell physical products. This simply isn't true.**

An affiliate marketer receives all the financial benefits of running an online business, without any of the hassles or excess costs. You don't need a lot of money to get started.

***In fact, you can do affiliate marketing on a 'zero' budget if necessary.***

Consider the following benefits of affiliate marketing:

- You don't need your own product because you're promoting *other* people's products – and, you're free to choose from virtually any *product type*.
- You don't have to handle shipping, support or refunds.
- You don't have to invest anything more than the cost of advertising.
- Almost all of the profits go directly to *you*. There are no employees to pay, no huge hosting fees or suppliers to pay off.
- You can change your business model or the product line you promote at will.

You see, with affiliate marketing, you get to work "smarter" instead of "harder". The merchant has already done **99%** of the work for you.

Your job simply involves sending traffic to that merchant (along with, of course, pre-selling the customer on the product), and reaping the rewards of commissions you earn on those sales!

## Affiliate Marketing - The Foundation For Your Online Success:

There's another reason why affiliate marketing is ideal for would-be entrepreneurs:

**It will help lay the foundation for your success in *any other business model* you may get into down the line.**

While affiliate marketing is relatively 'easy' to do, it still requires that you learn, understand *and* employ certain fundamental marketing and business skills. Once you have mastered these skills, you then can transfer them to other business models.

What are some of the concepts you'll master as an affiliate? Let's have a look...

1. How to properly conduct market research *before* going into business
2. How to choose products correctly aligned to your chosen market
3. How to drive targeted traffic to your website
4. How to advertise your business or product
5. How to build a database of leads (potential customers)
6. How to follow up with your leads and convert them to sales
7. How to write effective pre-sell and sales copy
8. How to drum up more business via repeat customers
9. How to create additional income streams through back-end promotions

As you can see, all of the above skills can apply to *any* business model – be it affiliate marketing, selling your own products online or even running an offline business.

Think of it this way, as well: If you can successfully sell *someone else's* product, then you'll have no trouble selling your *own* products when the time comes!

## Affiliate Marketing In Depth – One Model, Many Choices:

Now that you understand the most basic definition of affiliate marketing, let's look at some the more subtle ways this business model is actually put *into action*.

What do I mean by "**one model, many choices**"?

Essentially, what is meant is that affiliate marketing can happen through a variety of mediums. It isn't all about cookie-cutter websites.

So, let's take a look at some of the different ways affiliate marketers use to promote products.

### **Affiliate Email Marketing:**

This is a very common, and very effective, method. The idea is to **withhold your affiliate link from visitors until you get them onto your mailing list**.

The basic set up looks something like this:

1. Affiliate drives traffic to a landing page
2. On the landing page, the visitor is teased with a bit more information, and asked to subscribe to the affiliate's opt-in mailing list.
3. Once that prospect is on the list, the affiliate then follows up via email – usually by sending a series of pre-written material that is delivered automatically via an [auto responder](#).
4. The affiliate can continue to follow up with his list indefinitely, promoting different products over time and earning repeat business from existing customers.

***There's really nothing more valuable than having your own opt-in list.***

The longer a lead stays on your list, the better he or she gets to know you. You're able to establish trust and credibility with that lead, and this boosts your conversion rate.

Establishing a relationship with your list will ensure that list is super-responsive to your offers.

### **Affiliate Content Sites/ Blogs:**

Some affiliates market purely through making **relevant content** available to their visitors.

This might be in the form of articles, product reviews or even multi-media content.

If the affiliate establishes a blog, for example, he might devote that blog to reviewing and recommending products.

On a 'static' website, the affiliate may post lots of 'how to' articles, or relevant games, quizzes or tools all designed to keep visitors coming back to the site.

In order to monetize such a site, the affiliate can place his affiliate links in a variety of places. He might 'hyperlink' relevant words in an article, or even include the link in a resource box at the end of an article.

Or, let's say the affiliate is promoting software. He might offer a download to a free trial of the affiliate product that's coded with his affiliate link so that he gets a commission when you purchase the full version.

### **Affiliate Data Feed Sites:**

Affiliate data feed sites are automated and typically look a lot like an **online store**.

These sites are built purely around the product datafeeds offered by some vendors, coupled with special scripts designed to pull in those datafeeds.

These automation scripts pull product from the merchant's database and post them to the affiliate's website. As they do so, each product link (and/or linked image) is automatically encoded with the the affiliate's own unique affiliate link.

**The benefit of affiliate data feed sites is that they are virtually *hands-off*.**

The affiliate doesn't have to generate a lot of content for the site himself. He only has to focus on driving traffic to the site.

### **Affiliate Pay-Per-Click Marketing:**

Some affiliates use pay-per-click marketing to drive traffic directly to the merchant's web site.

The affiliate starts off with a list targeted keywords, and then places advertisements on those keywords. This method works better for certain products more than others.

Usually, I don't recommend linking directly to a merchant's site because you'll lose out on the chance to capture that visitor to your own opt-in list.

This is especially important when you're marketing information products.

However, there are times when it does make more sense to link directly to the merchant.

This is usually the case when you're promoting merchants with large "shopping cart" websites selling multiple physical products – things like sporting equipment, shoes, electronics, etc..

### **Affiliate Teleconferencing:**

This method goes hand-in-hand with building your opt-in list. Teleconferences provide affiliates with a unique, and sometimes *more powerful* way of **pre-selling** a product to his or her list.

The affiliate starts first with building a good, targeted opt-in list to which he sends free, high quality information. This is usually done more in a newsletter format than a one-time auto responder sequence.

Whenever the affiliate wants to promote a new product to the list, he invites the list to participate in a live teleconference.

**The teleconference is usually based around problems or questions concerning the niche topic.**

For example, let's say the affiliate is running a newsletter devoted to the subject of flipping real estate. He decides he wants to promote a new subscription service which provides foreclosure leads.

The affiliate can then organize a teleconference...

Maybe something along the lines of "How to Generate a Massive List of Hot Foreclosure Leads in Record Time."

When he holds the teleconference, the affiliate can give out some basic tips or even **interview someone who's an expert at buying and flipping foreclosed homes.**

THEN, at the appropriate point in the call, the affiliate presents the new foreclosure leads subscription service.

He gives out a URL on the call for his listeners to follow, where he'll have some more pre-sell material and his affiliate links to the product!

## Putting It Into Action – How Affiliates Work Out These Promotions:

Now that you've seen some examples of how affiliates do their marketing, it's time to look at more of what this actually entails.

The first thing to know is that every affiliate needs his or her own website.

Even if an affiliate isn't doing the bulk of his marketing from that site, it's still necessary to have a domain to host your landing page and to have an 'official' email address for correspondence.

The second thing to know is that affiliate marketing is **content-driven 99% of the time**. As an affiliate, you'll put most of your work into creating content.

Some types of content you'll create:

- ✓ **Articles**
- ✓ **Follow up emails (eg. ecourses, promotions)**
- ✓ **Special reports**
- ✓ **Bonus products you can give away to add incentive to your offers**
- ✓ **Advertising copy**
- ✓ **Multi-media content – e.g. Video tutorials**

I can't stress enough the importance of content. It's really the life-blood of your business.

If you need help creating content, don't hesitate to *hire* out freelance help. You can usually find someone to create needed content for you quickly and affordably.

Finally, every affiliate does a lot of testing, 'tweaking' and tracking. You've got to know *where* your traffic is coming from...

***You've got to figure out which of your advertising methods is really working for you, and which ones are wasting money.***

You see, not all of your traffic will be as targeted as you think it is. Not all of your promotions will work right off the bat. The only way to remedy this is by keeping tracking of your response rates, and tweaking your promotions until they perform for you. Remember this...

**It's far better to have the *right offer* in front of 500 people, than to have the wrong offer in front of 100,000 people.**

Likewise, it's no good to have a killer offer in front of 1,000 hits of *improperly targeted traffic!*

## Core Component Of Your Affiliate Mindset:

As with any business, the affiliate marketing business requires a certain mindset.

***Your mindset consists of your attitudes and belief system towards when, where, why and how you're doing what you're doing.***

Successful affiliates have a mindset geared towards success. More importantly...

**Their attitude towards affiliate marketing is that it's a *real business*, and they treat it as such.**

This isn't to say that you have to be so deadly serious you take all the fun out of the process. However, you *do* need to take affiliate marketing seriously if you want to succeed.

Remember that results aren't borne overnight. There's "halfway" effort allowed here. If you're willing only to do half the work, then expect to get just half (or less) the results you hope for.

**The key here is strategy and consistency.**

Before you ever begin your marketing campaign, you need to have a ***clear plan of action*** in place. This means knowing:

- 1. How and from where you'll begin driving traffic**
- 2. How you'll position your affiliate product to the market**
- 3. How much money you'll spend on advertising to start off**
- 4. Your income or expect return on investment for the first month**
- 5. Your mid and long-range goals. Where do you want to be in 3 months? 6 months?**

And once you have these pieces in place, you get set up to **take action**.

**You need to take at least some form of action every day.**

This doesn't mean you have to do 4 or 5 things at once, or work 10 hours per day.

It simply means that you take a step forward, checking an action item off of your list each day...even if it's something that only takes you an hour to do.

Real, long term results are built up by consistent action over time.

You're better off, for example, writing and submitting one article per week to the article directories than you are writing 10 articles at one whack, then not doing anything else for a month.

You must be patient. Building traffic and building up a list takes time...**but**, there's a hidden "snowball effect" that awaits you just around the corner.

Your first month or two, things might seem a bit tame. You'll look at all you've done so far and wonder whether it's working. Don't worry it is.

All of the pieces you've put in place...eg. the articles you've submitted, the links you've built, the efforts you put into getting into the search engines...well, it takes about a month for the serious traffic to start pouring in from these.

Once it does, though, you'll see your results seem to skyrocket overnight. And if you've been patiently and consistently continuing to take those actions each day, then your results will snowball *again*.

**It's a process of your actions building upon each other.**

It's all a matter of building momentum. *Be patient. Be consistent. Be strategic.*

**That's the affiliate mindset.**

# Your Affiliate Training And How To Get Started With Affiliate Of The Month™:

Affiliate of the Month™ is designed to train you in these fundamental marketing skills.

True, you could go it alone and try to learn everything by trial and error – but by working this program, you're going to be one step ahead of anyone who takes the 'solo' approach.

Here are just a few of the reasons why that's so...

## 1. You're getting more than just basic 'how to' information

Anyone can learn to place an affiliate link on their website, but *it takes real time and effort to learn the true sales-boosting tactics that will help you earn big money.*

You see, I'm giving you more than an overview of affiliate marketing.

I'm also giving you all of the tips and tricks employed by the pros. What you can't learn overnight on your own, you *will* learn virtually overnight with Affiliate of the Month™.

In fact you'll soon realize that Affiliate Of The Month™ is a serious...

***Blueprint for making quick and easy money online.***

Try it, commit to it and you'll experience real results.

## 2. You're getting a complete system that's designed to put your new skills to work for you immediately.

You don't have to hunt down an affiliate program some place else before you begin.

*Instead, you'll start by promoting Affiliate of the Month™ itself, so you can put your knowledge into practice right away.*

## 3. You're also getting tons of extra incentives from the monthly affiliate contest and much more.

Yes for the first time in affiliate marketing history, you can earn huge cash bonuses EVERY MONTH, *build your affiliate career* while also making giant commissions at the same time.

My goal is for you to get a **true taste for success** through these incentives and more.

There's no greater confidence booster than earning your first commissions right out of the starting gate.

With this said, here's how you can get started immediately...

## Simple Blueprint To Get You Started Making Massive Commissions With Affiliate Of The Month™:

1. Learn more about the affiliate business by studying Module #1 ("Affiliate Business Basics – where you are now")
2. Grab your unique affiliate link for Affiliate Of The Month™ ([Click here to get your links if you have not done so yet](#))
3. Choose and select your affiliate marketing materials to use ([Click here to view and access all affiliate marketing materials](#))
4. See how you can quickly increase your conversion and commissions using Module #2 ("[Affiliate Unfair Advantage](#)" training module)
5. Promote your affiliate link easily with the tactics in Module #3! ("[Affiliate Traffic Tactics](#)" training module)

That's it. That's all you need to do to make massive commissions every single month!

With this proven training guiding you...

The most important thing you have to apply for any success is **ACTION + COMMITMENT**.

I hope you have them both...

Let us continue to **Module #2, "Affiliate Unfair Advantage"** which you can [download here!](#)

To Your Affiliate Success,

Ewen Chia