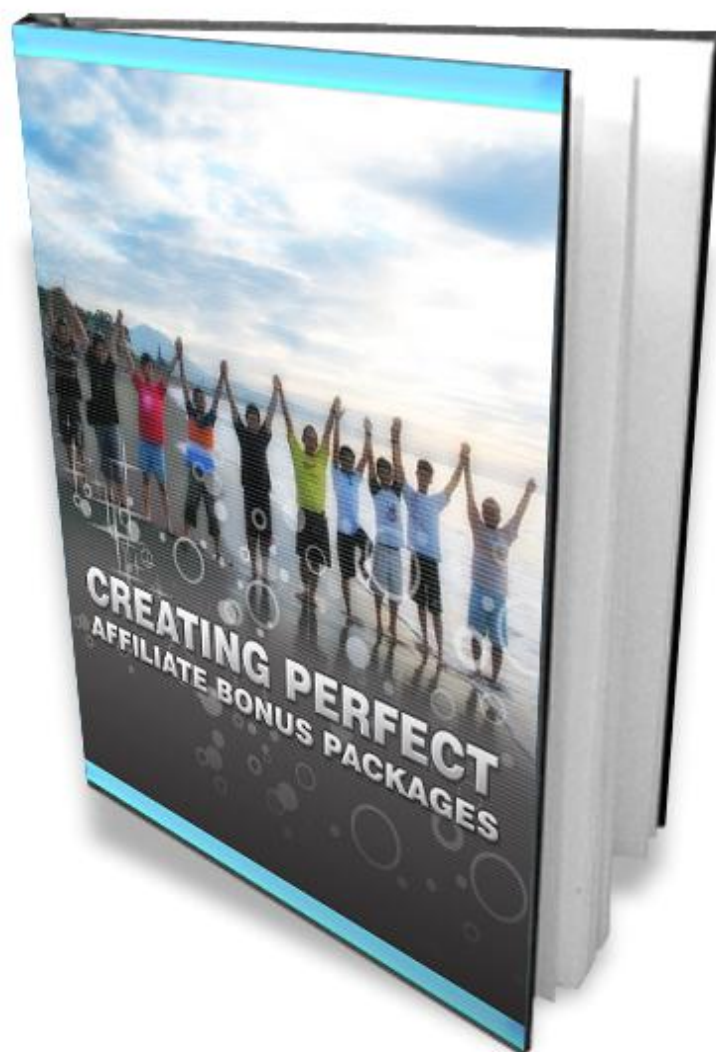




Creating Perfect Affiliate Bonus Packages – Free Chapter





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Table of Contents

Introduction	4
Finding suitable affiliate products for your market.....	7





Introduction

Right at this moment, at this very moment as you read these first few words of this book, there are thousands of online marketers both new and more experienced who are trying to generate an online income from affiliate marketing. They are people who, instead of creating their own product or service to sell as the basis around which they build their online business empire, have chosen to sell other peoples products or services in return for a commission for every successful sale.

Some of these individuals will be spectacularly successful in their affiliate marketing efforts, generating five or even six-figure sums every month from affiliate sales. The majority however will never do much more than make a few dollars here and there from affiliate marketing, never really getting much beyond the first step of affiliate marketing.

There are many reasons for this, amongst which one of the main problems is the fact that affiliate marketing is an ultra competitive business, a fact which I believe many would be affiliate marketing success stories vastly underestimate.

But, if you take a moment to think about the nature of affiliate marketing, the size and scope of the problem should be obvious.

As an affiliate marketer, you attempt to generate sales commissions by promoting and marketing products or services that are created by other people. Most commonly, you will do this from your website (although it is not strictly necessary to have a website to promote as an affiliate) as





will hundreds or thousands of other individuals who are pushing the same product or service.

And there is the crux of the matter. There are hundreds of other people who are doing exactly the same thing as you to generate affiliate sales. Unfortunately, not only are all these people pushing the same product or service, the majority of them will be doing so in exactly the same way.

Consequently, whilst the most successful affiliate marketers always strive to do something different, the vast majority who remain average appear content to be the same as everyone else in their market.

In short, if you want to be a successful affiliate marketer, you have to do something different to what the majority of affiliate marketers are doing in an effort to stand out and be remembered.

Do this, and your chances of achieving the kind of success that you want to achieve as an affiliate are significantly increased. However, if you continue to do the same as everyone else – doing what you're probably doing at the moment – the chances of taking a giant leap forward are considerably reduced.

This report is therefore going to focus on two distinct aspects of achieving long-term affiliate marketing success.

Firstly and relatively briefly, I am going to highlight how you can build your affiliate marketing business in a way that vastly increases your chances of being successful. As this is a way of constructing an affiliate marketing business that is not used by 99% of your competition, it will





make you stand out in your potential customers mind if it does nothing else.

Secondly however, I am going to show you exactly how you stand out in the prospects mind and how you convince them to become a customer of your business using bonus products which give you a significant edge over the majority of other would be affiliate success stories.





Finding suitable affiliate products for your market

The first thing that you need to do in order to achieve success as an affiliate is to find a product or service that people want to buy. Logically speaking, if you are promoting a product that no-one wants to buy, the chances of achieving success are limited from the outset, so you must promote a product or service that people are interested in getting their hands on.

Many online marketers would recommend that you find a market sector or niche where there are plenty of people searching for information and there is money being spent as your first line of affiliate marketing attack. However, I would suggest that it makes more sense to do things the other way round, to find a product or service that people are likely to want to buy first. After all, it is your product that convinces people to buy, not the market niche you are operating in, so find the product first.

For example, if you are promoting a particular brand of diet pill because your research has indicated that this specific pill is extremely popular, it is still a fact that the only people who are going to buy this pill are those who have an immediate desire to lose weight. Thousands of people who have no interest in buying weight loss pills might be looking for information about weight loss, but only the people who are thinking of buying are looking for specific product information.

If you have followed the traditional thinking of finding a niche first and then finding a product to match that niche up to now, I would suggest





that you try thinking the other way round from now on. Find your product first and then match it to your market.

There are lots of different ways of finding affiliate products or services that are selling like hot cakes.

For a start, you can use network sites like Clickbank.com (for digital information products) or Commission Junction (for tangible products and services) to see which products are the most popular in each individual market sector or category.

Using Clickbank, finding popular products requires nothing more than typing in a keyword search term indicating a market in which you might be interested in working and hitting the 'Go' button on the '[Marketplace](#)' [page](#). In this case, we are searching for the most popular dog related products:

A screenshot of the ClickBank Marketplace search interface. The title "Search the ClickBank Marketplace" is at the top. Below it, there are several search filters: "Category:" with a dropdown menu set to "All Categories", "Subcat:" with a dropdown menu set to "All Sub-Categories", "Keywords:" with a text input field containing "dogs", "Sort by:" with a dropdown menu set to "Popularity", "Product Type:" with a dropdown menu set to "All Products", and "Language:" with a dropdown menu set to "All". At the bottom left, there is a "Show:" label followed by a dropdown menu set to "10" and the text "results per page". At the bottom right, there are two buttons: a green "Go" button and a grey "Reset" button.

By leaving all default settings as they are on the 'Marketplace' page, you automatically generate a list of products ranked by popularity. In other words, the products you see at the top of the list on the results





page are the most popular in this market with other affiliate marketers who are promoting products from Clickbank:

1) Secrets To Dog Training *Updated* Secrets To Dog Training (formerly SitStayFetch) Has Been The No. 1 Over 4 Years. *Update* You Can Now Earn Up To \$68 Per Sale. See www.kingdomofpets.com/affiliates/ C More Info!

\$/sale: \$31.94 | Future \$: - | Total \$/sale: \$31.94 | %/sale: 75.0% | %refd: 84.0% | grav: 97.53
[view pitch page](#) | [create HopLink](#)

2) Dog Food Secrets. Not Another Training Product So Easy To Promote. \$31.86 Payout On Most Popular For Faster Loading. Continually Split-tested. We Email Follow-up With Your Visitors For You & You Still Get \$/sale: \$28.21 | Future \$: - | Total \$/sale: \$28.21 | %/sale: 75.0% | %refd: 42.0% | grav: 54.59

[view pitch page](#) | [create HopLink](#)

3) Dove Cresswells Dog Training Online. High Conversion Rate. Full Affiliate Support. Watch The Free Sam Bonuses.

\$/sale: \$26.20 | Future \$: - | Total \$/sale: \$26.20 | %/sale: 75.0% | %refd: 86.0% | grav: 24.47
[view pitch page](#) | [create HopLink](#)

4) Do It Yourself-Complete Dog Training Program. Upgraded. Consistent Seller With Excellent Conversion Promote? You Have Found It. You Can Easily Start Earning Up To \$43.46 Per Sale! Find Out More At www.training.com/affiliates.php

As there are over 100,000 active affiliates who are working with Clickbank products, you always know that the products featured at the top of the results page are extremely popular. And because you sign up with Clickbank once (for free) to have the opportunity of promoting any products you find on the site immediately, using Clickbank means that you can get your affiliate marketing career launched almost instantly.

Using a site like [Commission Junction](#) is a little more complex because you have to apply to and be accepted by every individual affiliate program manager you find through the site. Nevertheless, you can once again use this particular site to find which products or services are most popular in any given market in which you are interested in being involved:





Home Account **Get Links** Run Reports Mail

General Categories Advertiser List SmartZone Settings By Relationship [CJ Affiliate](#)

Get Links - Advertiser List

Search Advertisers

Language and Targeted Area Filter **ON / OFF**
[Additional Search Options](#) | [Additional Filter Options](#)

Display By

Advertiser Categories			New Advertisers
Accessories Handbags - Jewelry - Shoes Art/Photo/Music Art - Music - Photo Automotive Cars & Trucks - Motorcycles - Parts & Accessories - Rentals - Tools and Supplies Beauty Bath & Body - Cosmetics - Fragrance Books/Media Audio Books - Books - Magazines - News - Television - Videos/Movies	Department Stores/Malls Department Stores - Virtual Malls Education Children - College - Languages - Professional Entertainment Discounts - Events - Guides - Memorabilia - Mobile Entertainment - Party Goods Family Babies - Children - Entertainment - Teens - Weddings Financial Services Banking/Trading - Credit Cards - Credit Reporting	Insurance Commercial - Personal Insurance Legal Services Marketing Business-to-Business - Network Marketing Non-Profit Charitable Organizations - Fundraising Online Services Blogs - Broadband - Domain Registrations - Email Marketing - Internet Service Providers - Search Engine - Web Design - Web Hosting/Servers -	New Advertisers My Nursing Uniforms Blooms Today Flowers & Gifts Fujicolor Norway zed Germany CJM_La Banque Postale FR Overstock.com chickdowntown.com 01insurance Speedy Cash Autoscout 24 ES Acorn Online Acacia Catalog CJM_Chef 2000 - Spinning ES CJM_Scalextric - Erase ES Canada Pharmacy

Once you open your account and click on the 'Get Links' link at the top of page, you see all of the general categories in which affiliate programs are being offered through the site. If you were to click on the 'Nutritional supplements' link as an example, this is what you would see, with the most popular products in this particular market shown at the top of the page:

	Advertiser	3 Month EPC (USD)	7 Day EPC (USD)	Network Earnings	Sale	Lead
☐	Healthy Directions » View Links	\$202.36	\$103.36		Sale: 12.00% USD Performance Incentive	
☐	Vitamin Shoppe » View Links » View Products	\$91.69	\$103.97		Sale: 8.00% USD Performance Incentive	
☐	LifeExtension.com » View Links » View Products	\$84.13	\$82.82		Sale: 8.00% USD Performance Incentive	
☐	 Swanson Health Products » View Links » View Products	\$81.11	\$87.77		Sale: 10.00% USD	

The EPC figures shown are average earnings over the previous three months or seven days for every 1000 clicks on the adverts which are provided by Commission Junction affiliate program managers to





affiliates. Hence, the companies that are shown at the top of every category listing are those from which you are likely to earn the most money based on current statistical information.

Another option for finding suitable affiliate products is to search Google or any of the other major search engines for information about companies who offer affiliate programs in your market directly from the own site. Not every affiliate manager uses a network like Clickbank or Commission Junction, so this is a good way of finding some more 'under the radar' affiliate programs.

In order to find programs of this nature, input the kind of information that you're looking for together with the word affiliate to highlight the programs that are available. As an example, if I were still focused on the nutritional supplements market, this is the search term that I would use:

The screenshot shows a Google search interface. At the top right, a red box highlights the text "Results 1 - 10 of about 700 for 'nutritional supplements affiliate'". Below the search bar, there are several search results. On the left, under the "Web" tab, there are links to "Vitamin Affiliate Program", "India Herbs Affiliates", "Affiliate products", and "Health & Beauty > Nutritional Supplements > Affiliate Programs 1 - 10". On the right, under the "Sponsored Links" tab, there are links to "CPA Affiliate Marketing" and "Affiliate Program Network".

There are 700 sites reporting information of the kind that I'm looking for and as you can see from the natural search results on the left-hand





side of the page there are plenty of nutritional supplement affiliate programs which are being offered directly.

