



By Stanley Tang

How To Become A Super Affiliate

**“Unleash An Unstoppable Avalanche Of Instant Cash
Through The Power Of Affiliate Marketing!”**

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Table of Contents

Chapter 1: Introduction to Affiliate Marketing

- 1.1 The Background of Affiliate Marketing
- 1.2 Why Affiliate Marketing is a Lucrative Business
- 1.3 First Thing's First – Avoid These Silly Affiliate Marketing Mistakes!

Chapter 2: How to Identify & Pick Hot Selling Products

- 2.1 What You Need Before Getting Started
- 2.2 How to Pick the Best Product with the Best Payout and Great Demand
- 2.3 Recommended Top Affiliate Networks on the Internet

Chapter 3: Rising to the Super Affiliate Level

- 3.1 What Constitutes a Super Affiliate?
- 3.2 How to Build Influence in the Shoes of a Super Affiliate
- 3.3 The Super Affiliate Marketing Tactics Exposed!
- 3.4 Real Life Case Studies of Super Affiliate Marketing Success

Chapter 4: Become a Supreme Affiliate Marketer Today!

- 4.1 Additional Supreme Affiliate Marketing Tips
- 4.2 The Most Valuable Advice to Any Beginning Affiliate Marketer

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By Stanley Tang

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Chapter 1:
Introduction to Affiliate Marketing

1.1 The Background of Affiliate Marketing

As an ongoing way to create income opportunities, affiliate marketing has captured the imagination and attention of a number of entrepreneurs over the last decade. Here is some background on the development of affiliate marketing and how it continues to evolve today.

At its core, affiliate marketing is all about getting attention for a good or service by utilizing online resources that are managed by partners or affiliates. The most simplistic of all these methods is allowing advertising to be displayed on a web site that is the domain of the affiliate.

Typically, the advertisement will allow the prospective customer to click on and be redirected to a page or site where there is more information and the chance to order the good or service in question. In return for providing a doorway for that customer to discover the product or service, the affiliate is rewarded with compensation, usually via electronic transfer or check.

The concept of affiliate marketing is a natural outgrowth of the online marketing that sprang up in the early years of widespread Internet use. At first, online marketing was more of a business to business approach, since companies were the first to jump on the Internet bandwagon. Putting up a web site and sending emails out to solicit business was a cost-effective way to gather new business clients.

As Internet use began to spread into the home, a number of companies began to see that working with owners of personal web sites would be a great way to promote goods and services with very little in the way of investment in marketing resources.

The trick was to make the idea enticing to individuals, so they would be interested in allowing companies to advertise through their web sites. Out of this need to come up with a strategy that would appeal to a large body of people, the basics of affiliate

marketing were developed, and still continue to shape the course of affiliate programs today.

The vast majority of affiliate programs provide compensation through revenue sharing. In some cases, revenue sharing is referred to as a cost per sale transaction. Essentially, the affiliate earns either a fixed amount or a percentage of the purchase price when anyone locates and buys the good or service through the portal provided by the affiliate.

For example, a family web site that allowed businesses that produced infant care products to feature ads on the front page of the web site, complete with links, would pay the family for every sale that was made through that link.

Many affiliate programs require that the earnings reach a certain level before pay out takes place. Others will pay on a weekly, bi-weekly, or monthly basis, with no minimum amount of earnings required.

Another less popular means of generating revenue through an affiliate program is the cost per action method. This differs from the cost per sale method, in that cost per action simply requires that the prospective buyer see the ad on a web site and click on it to investigate for a minimum amount of time.

It does not have to end in a sale. As one can imagine, the amount of revenue generated from this sort of arrangement is much less than by a cost per sale revenue sharing plan.

With the cost per action world, the pay per click may be the format that most people recognize immediately. However, it is also the least popular method of affiliate marketing today.

While PPC began with a strong following, the method proved to be far too susceptible to fraudulent clicks, which resulted in little sales but a lot of money paid out by advertisers. Today's methods, which help to track addresses of the customers as well as require a

minimum amount of browsing time, have cut down on the incidence of fraud a great deal.

Affiliate marketing today covers a wide range of products and services, from household items to telecommunications offerings. Any enterprising individual with some expertise in a given area could very well find an affiliate program that would generate some recurring income. All it takes is a look around the Internet.

1.2 Why Affiliate Marketing is a Lucrative Business

If you have been considering an affiliate marketing venture, there are some very good reasons why you should go with this method of generating recurring revenue. Here are some of the ways that affiliate marketing can be a lucrative means of creating income that will be stable and allow you to grow exposure over time.

One of the first advantages of affiliate marketing for the new entrepreneur is that the startup cost is very low. Most companies that offer affiliate marketing programs do not require any type of monetary investment on the part of the affiliate.

Expenses are limited to what you have to pay to connect with the Internet, the software you may need to load on your computer, and a web site where the ads associated with the affiliate marketing program can be placed. With web site hosting such an inexpensive service these days, setting up your own web site for the affiliate ads will be a breeze.

In fact, you may not have to set up anything, if you already have a web site up and running. As an example, you may already own a web site that is dedicated to your interest in alternative fuel options.

Signing up for an affiliate program that will place ads on your site that click through to companies that produce vegetable based fuel options would be a natural way to earn a little money. Associating your interests with the subject matter of the ads that appear on your web site is one of the easiest ways to build up a steady web presence that result in a steady flow of income.

Another reason that affiliate marketing is such a moneymaker is the fact that there are so many different types of ways to set up the program. You can go with the pay per click option, which works out great when it comes to promoting special offers. Ads that lead to product review sites often are a way to allow product users to go through your portal and leave comments on the items they purchase.

Using ads to re-direct to opt-in email listings allows companies to build up qualified email lists to use in their promotions, and results in income for you when people choose to sign up. In fact, you could conceivably have a combination of these and other ads on your site or sites, all earning money for you on a continual basis.

A third reason why affiliate marketing is so attractive is that you do not have to quite your day job in order to work with the projects. Instead of going out on a limb with your affiliate business, it is simply a matter of setting aside a few hours each week to devote to signing up for programs, promoting the web sites where the ads will run, and allowing your business to grow.

As the affiliate programs get on their feet and begin to generate respectable amounts of income, you can expand the amount of time you devote to the project, eventually phasing out working for someone else and creating your revenue streams full time. Few income opportunities offer this type of flexibility.

Affiliate marketing is not a get rich quick scheme, although there is plenty of money to be made with the right programs. You will have to devote some time and energy to the programs.

But the nice thing is that once the web sites you manage and have ads placed on become prominent on search engine lists, you will begin to see recurring income from your efforts. In time, that could lead to a very attractive income that allows you both the resources and the time to live the type of life you have always wanted for yourself and your loved ones.

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your efforts. In time, that could lead to a very attractive income that allows you both the resources and the time to live the type of life you have always wanted for yourself and your loved ones.

1.3 First Thing's First – Avoid These Silly Affiliate Marketing Mistakes!

While affiliate marketing is a great way to earn a living, the fact is that many people become discouraged and drop out of programs. In many instances, the failure to be successful with affiliate marketing has to do with making a few simple mistakes. Here are some examples of those mistakes and why they should be avoided.

Perhaps the most common misconception about affiliate marketing is that one can rake in huge amounts of revenue simply by slapping up a low-quality website with no original content and tossing in some affiliate links.

While it is certainly true that you need to have a web site up and running in order to participate in an affiliate program, there is also the need to apply some effort to getting the word out about your site. Otherwise, the chances of people visiting your web site and clicking on one of the links are pretty slim.

Promoting yourself and your web site is a big part of ensuring the creation of affiliate income. This will mean doing everything you can to raise your search engine ranking positions on Google, Yahoo, and MSN.

Far too many people assume that somehow the Internet magically will capture every lovely word on the web site and magically have it show up prominently when people do a search. This is not the case at all. Taking the time to carefully research keywords, craft content related to them, and optimize your site for them is an absolute must.

And that's not it. Marketing is bigger than just SEO. A strong and comprehensive marketing effort includes getting out there and using every legitimate means of promoting your site, from leaving business cards on restaurant tables to posting a printed ad in the local supermarket to listing your site at online business and informational sites.

Choosing to consider this sort of activity a waste of time is more or less deciding you want the program to fail.

Another mistake many affiliate partners make is not choosing products that have some relevance to the content of your web site. For example, you run a wonderful web site about the care and training of dogs. People will visit your site to see the images of your pets, read your comments on various aspects of dog training, and perhaps to post a message or two.

Since your visitors will already have an expressed interest in pets, why not make sure the ads that reside on your site have to do with some aspect of pets or pet care? You will earn much more money if this is the case, rather than having ads that have to do with home decorating or some other subject.

Keeping your site content and the ads more or less relevant to one another will make it easier to generate revenue, and not fail as an affiliate marketer. Now, this may seem intuitive – but many make this mistake in subtle ways (i.e. they mismatch their customers with products).

One final mistake that many affiliate marketers make is not sprucing up their web sites from time to time. Keeping the content fresh is one way of building and keeping a loyal reading audience.

If there is a reason to check back with your site every week, then chances are repeat visitors will click on ads that appear to be new to them, or that they enjoyed looking at the last time they visited your site.

Keeping the same old look and the same old text with nothing new to entice people back is a sure way to limit your chances at being a successful affiliate marketer.

In short, most of the more common mistakes all track back to an attitude that you do not have to do anything in order to generate revenue.

The fact is that you do have to proactively promote your site, keep the content fresh, and make sure the ads have some connection to the subject matter of your site.

By taking the time and effort to do these three simple things, you will have much better chances at being a success with affiliate marketing.

Chapter 2:
How to Identify & Pick
Hot Selling Products

2.1 What You Need Before Getting Started

While there is not a lot of expense in starting up as an affiliate marketer, there are a few things that you need to do if you really want to make money marketing other people's products.

Here are some basic tips to help you line up all your things to do before you ever sign up for that first affiliate program.

One of the basic needs for any successful affiliate program is to have a web site of your own. While it is possible to purchase ad space on sites and to advertise through Google Adwords, this is short term strategy.

Setting up a basic web site that has a particular focus will make all the difference in the world to the success of your program. Keep in mind that your web site does not have to be complicated with a lot of flash media, animation or other fancy bells and whistles.

In fact, if you plan on focusing your attention on affiliate marketing strategies that target the home consumer, you are better off with a basic site that will load quickly on a dial up connection. After all, dial-up is still extremely popular in a number of locations.

While you could choose to go with a free web site, you will find it much easier to work with affiliate programs if you go with your own domain name. It is very easy and inexpensive to secure a domain name and space on a remote server these days. Some companies will provide you with both services for a low monthly charge.

Often, they may also have basic software to help you design and upload your pages to the server, even if you are not particularly savvy with the technology.

Another important aspect is determining just what your contact information will be, regarding communication with your affiliate program. This would include an email

address and physical mailing address. The email address should be one you have set aside specifically for your marketing business.

You may find it helpful to obtain a free email address, although you will certainly look more professional if the email address appears to be lead to a business of some sort. Often, you will have the option of having one email address when you secure a domain name. If that is the case, go this route and use that as your contact for any email correspondence.

As far as your physical mailing address, determine where you may want your affiliate checks to be mailed. If you are not secure having the checks come to your home for come reason, secure a post office box.

Online payments are a great way to easily receive your affiliate payments and keep track of your earnings. From this angel, you may want to look into opening an account with one of the more popular online services that send and receive funds.

PayPal is one example of such a service. Many people are familiar with PayPal, and just about everyone knows how to use it to send payments. Another popular option is ClickBank, which offers services that are almost identical to PayPal. Both these options are reliable, quick, and provide you with financial detail that will allow you to keep up with your earnings easily.

One last tool to set in place before you embark on your first affiliate marketing program is a promotion plan for the web site where the ads will reside. This will mean that you have a procedure in place to tie keywords and key phrases back to your site, publish the site on all the major search engines, and also have some content ready to add to the site periodically.

Additionally, you will have located at least a few online business sites where you can post your URL in business listings. Making sure people can find your site during searches is imperative; that is where a lot of your traffic will come from.

Also, you want the content to change slightly from time to time, so people have a reason to visit your site on a regular basis. All these methods will greatly increase the chances of clicks on the ads posted on the site.

2.2 How to Pick the Best Product with the Best Payout and Great Demand

Being successful at affiliate marketing takes more than just signing up for a program. It also means thinking through the process and making sure you sign up with a program that will provide you with the opportunity to make a lot of money.

Here are a few tips to help you determine which products would yield a high return in the way of generated revenue for you.

One of the first things to think in terms of when it comes to affiliate marketing is determining where your talents and expertise happen to reside. One of the keys to picking the best products for your particular situation have to do with what you know and how much you know about it.

As an example, a person that has worked in telecommunications for a number of years will probably know a great deal about telephony, related services, and technology that are used within that industry.

This would make it a natural fit to design a web site that would make a perfect showplace for ads that have to do with telecommunications providers, services, providers, and distributors.

Keep in mind that using your bank of knowledge will allow you to find creative ways to drive the right people to your site. They in turn will be the right market sector to be

interested in the ads; great increases your chances of earning a steady and rewarding income.

Another aspect about setting up with the right products to promote has to do with where you see a niche to fill in. Finding a population or business sector that appears to be largely ignored in the marketing process can provide the inspiration you need to create a successful affiliate marketing program.

By promoting yourself and the affiliate ads to persons and businesses that do not receive a lot of attention, you very quickly build up a presence where the competition is less fierce, and enhance your potential for creating a secure revenue stream.

A third approach is simply taking a look at what is currently available in the way of products to promote. This can be accomplished by checking the types of promotions that are offered through the affiliate program.

If you have no special interest that you want to promote with your web site, then spend some time checking out the size and about of average revenue generated by the different industries represented in the product selections.

As an example, you decide that you may be interested in promoting legal services as part of your affiliate strategy. Get some figures on how much revenue mediation services and attorney firms are likely to generate in a year.

If this looks promising, you can develop a web site that is ideal for ads that track back to legal firms, arbitration services, and even office supplies for legal firms. This approach can lead to some excellent income opportunities.

It is important to remember that determining what direction to go in with your affiliate marketing plan may take some time to develop. While it is true that some people enter into affiliate programs with a very clear vision of what they want to do and why, there is

nothing wrong with taking some time to investigate your options, doing some research, and even getting some outside opinions about the potential for success.

Do not allow yourself to get discouraged simply because everything is not crystal clear as you begin this part of the process. Practicing some patience and giving yourself time to find the right products to promote as part of the program will only serve to make you more dedicated to the success of the program.

In the end, you will find the products that will lead to a very successful affiliate marketing scheme and provide you with not only a handsome revenue stream, but also a lot of personal satisfaction.

2.3 Recommended Top Affiliate Networks on the Internet

When you decide to enter the world of affiliate marketing, there are a number of markets that are worthy of consideration. Here are three programs that have captured the attention of a lot of people, simply because of their stability and reliability.

Perhaps the best known of the three programs is ClickBank: <http://www.clickbank.com>. There are a number of reasons why people find ClickBank such an attractive option when it comes to affiliate programs.

One aspect is that the revenue generated by any purchase made through the ad portal is credited to your account within two minutes of the completion of the transaction. Because ClickBank provides such a comprehensive tracking program, it is easy for affiliates to see how things are going, even if they run multiple sites as part of the program.

This handy software interface means that you do not have to set up a separate ClickBank account for every different program that you are working. Everything can be

routed to a central ClickBank account, and the transaction detail will be plenty to help you sort the transactions into workable detail on how much you are making from each web site.

Along with the ads on your sites, you will also have a branded portal that will take visitors over to the ClickBank marketplace. Any items that are purchased at the marketplace through your portal will also be subject to a commission payment to you, and will reflect in your daily detail, just as any purchase from the affiliate ads would do.

This in effect allows you to maximize your earning potential using the resources that ClickBank provides. Payments are currently made by check, which are mailed out every two weeks.

<http://www.paydotcom.com> is also an excellent choice as an affiliate network. Just as with ClickBank, PayDotCom provides an easy to use affiliate interface that allows you to view your numbers in real time. You can easily track such data as the number of clicks on the ads and the amount of commissions you have made by directing visitors over to the marketplace through the portal on your web site.

One of the advantages of PayDotCom is that this program will interface with your PayPal account, which means that vendors can send your monthly commission directly to your PayPal account. It is important to note that not all vendors will use PayPal as a payment method, so you may still receive payments by check as well.

Still, a number of the vendors do utilize PayPal, and that can often mean generated revenue without having to wait for a long time. Keep in mind that if you select PayPal as your preferred method of payment, you will be subject to any fees you normally incur when receiving funds.

In like manner, you will pay a small percentage of the payout on each purchase to PayDotCom as well. This program is easy to sign up with, and the staff does a great job of working with persons who are new to affiliate marketing.

Chapter 3:
Rising to the Super Affiliate Level

3.1 What Constitutes a Super Affiliate

Most affiliate marketers have a goal to become known as a super affiliate. But what does the term mean, and what characteristics does a person have to exhibit in order to reach this lofty status? Here is some background on the super affiliate and what it takes to become one of the exalted few who can rightfully claim this title.

Essentially, a super affiliate is a marketing affiliate that has created a network that provides a high volume of traffic to affiliate products and a high percentage of completed sales from that traffic. The super affiliate is not one who reaches this level once, or even once in a great while.

Instead, the super affiliate reaches high sales volumes consistently over a long period of time, resulting in a steady flow of completed sales that never seems to drop off.

Being able to recognize a super affiliate from the rest of the pack may not be easy at first. After all, there are a number of affiliates who generate some steady income from one or a combination of affiliate programs, and in fact have some excellent skills. However, there are attributes that will set the super affiliate apart from most other marketing people.

One of the most important attributes of a super affiliate is a capacity for recognizing opportunities that others can't or won't see. Super affiliates have to be visionaries, in that they often come up with new ways and places online to generate revenue opportunities for the products they wish to move.

Not content with going down tried and true paths, the super affiliate will brainstorm new variations on old themes, even while thinking in terms of some new territory that is ripe for the introduction of affiliate marketing. You will never hear a super affiliate say that everything has been done. The super affiliate knows there is one more road to travel; all it takes is the vision to find the road and start walking.

Creativity is another hallmark of a super affiliate. The ability to present the same old information in new ways will keep people interested. Super affiliates know how to look at products from a variety of different angles, determine a series of ways to present the product, and then go out and find an audience to match up with each one of those ways.

For the super affiliate, there is always one more way to draw attention to a product, and find a larger audience than ever before.

A third characteristic of a super affiliate is the desire and ability to master technology. This does not necessarily involve becoming an expert in information technology. But it does involve learning enough about existing technology to make good use of avenues already open on the Internet to promote products.

Not being scared off by having to submit reports, articles, and classified ads in different formats to different sites leads to a greater ability to spread the word about all the good things that can be obtained through those links and ads.

Super affiliates do not shrink back because it may take a little while to learn something new. Instead, they will relish the challenge and look forward to the day when they have mastered one more new bit of Internet savvy.

Last, the super affiliate often exhibits a large amount of patience. Using a logical thought process, the super affiliate is able to push aside the desire for instant results and do what it takes to create and nurture a secure affiliate network that will pick up steam and then never slow down again.

This does not mean that the super affiliate is against earning a quick dollar. What it does mean is that when a super affiliate sees an opportunity that may take a few weeks or months to fully develop and bear fruit, they will not pass it over.

Instead, the super affiliate will diversify their operating strategies to include affiliate opportunities that provide a quick turnaround while still devoting time to nurturing one that will require more time but will ultimately yield big results.

Super affiliates may be few in numbers, but the fact is that they can teach the rest of us a lot of things, if we will listen. In the end, they may trigger something that allows us to get on the path to super affiliate status, and become known by that title someday.

3.2 How to Build Influence in the Shoes of a Super Affiliate

One of the things about being a super affiliate is that your status allows you to gain a lot of recognition among other marketers, and sometimes will allow you to capture the attention of companies or individuals that would love to have you take part in their affiliate marketing programs.

Here are some tips on how your status as a super affiliate can be utilized to build your influence as well as bring you ever-greater profits.

Getting the most out of your status as a super affiliate can often begin with a very simple decision on your part to share the wealth of your experience. Because of your success with affiliate marketing, you can easily help persons that are new to the business avoid some of the more common mistakes.

With your guidance, they will not get caught up in some of the side roads that all too often are part of the learning process when it comes to becoming a competent affiliate marketer.

Having that bank of knowledge at your fingertips and being willing to share it with others will do nothing but enhance your reputation in the industry. You can also help to improve the image of the affiliate marketer, since way too many people still associate

affiliate marketing with email spam. By pointing out ethical ways to market products and promote yourself, up to and including opt-in mailing lists that are qualified, you do the business in general a service, even as you make your presence even more visible.

Another advantage of your status as a super affiliate has to do with the ability to pick and choose various affiliate programs. As is true with any business community, word about success travels fast among marketers.

Once your name or the name of your affiliate marketing entity begins to make the rounds of the business world as a heavy hitter, you may find that your days of looking for affiliate marketing opportunities is over. Instead, companies come to you with solid offers and perks in an effort to entice you to represent them through an affiliate program.

This sort of recognition can be personally as well as professionally rewarding. It is one thing to be able to secure work whenever you go looking for it. It is quite another to have the work come looking for you.

For super affiliates that like to meet and greet people, you may find that you can pick up some additional income hitting the speaking circuit.

With the name value that your status as a super affiliate has generated, it is not outside the realm of possibility that you could make a handsome amount of money by making yourself available to speak at conferences and other gatherings devoted to affiliate marketers.

Holding workshops at these sorts of events is another way you could earn some extra cash. Because you would basically be helping to motivate other people to do what you have done so well, it would not take a great deal to prepare the materials and be ready to deliver a keynote speech at such an event.

As another perk, you may be able to have all the expenses paid, so you have no out of pocket expense.

Making the most of your status as a super affiliate means enjoying the opportunities that come to you through word of mouth; additionally, it means taking matters into your own hands and promoting your status in such a way that you increase your visibility.

Keep in mind that anything you do to promote yourself will not only open doors to new means of generating revenue, but it will probably also create additional traffic to those places that made you a super affiliate in the first place.

By maximizing your options, you can rest assured of having an excellent revenue stream for many years to come.

3.3 The Super Affiliate Marketing Tactics Exposed!

So what is it that allows a super affiliate to make hundreds or even thousands of sales when you struggle to make 5 sales of the same product? Why is that that super affiliates rake in the cash while you struggle to get by?

Think about this carefully: you're both selling the exact same product. The only possible difference is the tactics you use to market it. Below, I've included a couple tactics that you should use to sell more like super affiliates. Try to incorporate them into your strategy.

Tactic #1: Play the Long Game

Without exception, super affiliates almost always have access to a very large, captive audience. Rather than scraping to find customers whenever a new product goes live, they usually have those customers well in advance; and they are pre-selling them the whole time leading up to the product launch.

In contrast, less successful affiliate marketers often use a sort of Google Cash approach to everything.

Whenever some new launch is coming up, they'll throw together a promotional website; and try to direct traffic to it using pay per click search engine advertisements or solo ads.

But there's a major flaw with this approach: almost without exception, people will purchase a "big launch" product from an Internet marketer they already know.

This is why you have to play the long game. Rather than focusing on each individual launch, prepare an approach that will work consistently for years. Start by building a list and sending ALL of your traffic there. This is exactly what super affiliates do; and this is what you should do, too, if you want to make more sales.

Tactic #2: Steal from Super Affiliates Whenever Possible

Many super affiliates are also big name Internet marketers. They have public personas that you can follow quite easily. You can find their userIDs on forums. You can scout out their blogs. You can join their mailing lists. You can find out which sites they own.

I encourage you to follow a handful of super affiliates carefully and steal every single lesson they offer unintentionally. Sign up for their mailing list and watch out they start to pre-sell products; or how they avoid pre-sales and then talk about the product several days after the launch.

There are dozens of different approaches that super affiliates take. None of these approaches is necessarily the "right" approach, but you can learn from each of them, since they are probably successful if a super affiliate is using them.

Tactic #3: Ignore Talk; Look for Revealed Preference

Talk is just that: talk. Many Internet marketers will talk about all sorts of different methods you can use to make money. They'll tell you to advertise using Google Adwords or to build a list or to create viral reports.

While some of this information may be useful and legitimate, I would encourage you to ignore what they say and watch what they do. This is called "revealed preference." If something works, they are likely to use it again and again, so look out for those things and ignore the babble.

Tactic #4: Make Friends with the Seller

Believe it or not, the seller wants you to be successful, too. So contact him ahead of time, make friends with him; and see if he has any particular advice for you on selling the product. Keep in mind that he talks to a lot of affiliates on a regular basis (especially around big launches) and has the best understanding of the tactics they actually use.

Conclusion

Super affiliates use a range of tactics in order to consistently outperform other affiliates. But one thing they always do is play the long game. They build lists, create forums, and secure a captive audience in advance of product releases.

7.4 Real Life Case Studies of Super Affiliate Marketing Success

One of the best ways to learn affiliate marketing is to follow those who have been extremely successful doing it. But rather than purchasing their products—which is also a good idea—you can look at what they actually do.

Below, I've included some brief case studies on two big name super affiliates. If you read these case studies and follow their actions closely, you should be able to pick up several tricks you can use the next time you decide to sell affiliate products.

Andrew Fox

If you're not familiar with Andrew Fox – he's someone to look out for and to follow closely. He will soon be one of the biggest names in Internet marketing. At the age of only 21 – and with only a high school education -- he was asked to speak at the Internet Super Conference in 2002.

He was by far the youngest speaker to have ever accepted the honor. And yet, even at his age and even without an advanced degree, he was able to excel in his field. This should be a clear lesson to anyone who doubts his own qualifications: there's nothing that says you have to be an expert in some field to be a successful affiliate marketer.

Andrew has created a number of large, successful businesses, some of which have nothing to do with Internet marketing. For instance, he created a dating and text messaging site for people in the UK.

In addition to selling his own products, Andrew also sells a lot of products as an affiliate. According to interviews with him, he has made as much as \$46,000 in a single month from doing so; however, when he first started, he had to work as many as 16 to 18 hours each day—including holidays and weekends—just to get to where he is now. So if you want to attain the success that Andrew has, then you may have to work quite hard.

Ewen Chia

Today, Ewen Chia is an Internet marketing guru. But I didn't need to tell you that. You've probably already heard of him. And, in fact, there's a good chance you've purchased one of his many high-quality Internet marketing info products.

What you may not know about Ewen Chia is that he is also a wildly successful affiliate product marketer. In fact, according to many who follow Internet marketing, he is currently the "world's #1 affiliate marketer."

Unlike many affiliate marketers, Ewen does not rely on run-of-the-mill, 5-year-old strategies. Instead, browse any salespage for his affiliate marketing products and you are likely to find tactics you have never seen previously.

For instance, one thing Ewen teaches readers in his affiliate marketing courses is how to get sites featured at places such as CNN, Google, Yahoo, and other high-traffic sites for no cost at all. He also teaches them how to generate traffic without using the normal methods, such as PPC, SEO, and Web 2.0 tricks.

Ewen also uses and teaches the following tactics for getting traffic that will purchase affiliate products:

- 1) using "ethical bribes" on Myspace
- 2) placing products in hot marketplaces that 99% of marketers don't know about
- 3) getting people on Ebay to promote affiliate products for you unwittingly
- 4) using "lost sites" to generate traffic.

Ewen uses and espouses tactics that are far from boring or normal. There's a good chance that you've never used the bulk of them. And, for this reason, I would recommend following him closely to learn more about affiliate marketing.

Chapter 4:
Become a Supreme Affiliate
Marketer Today!

4.1 Additional Supreme Affiliate Marketing Tips

The definition of insanity is doing the same thing twice and expecting different results. If you are on the completely wrong path – if you are seeing no results whatsoever – then it is time to try something different. Or it is time to accept that you are simply insane; and should seek help before you try to make a foray into affiliate marketing.

Now, even if you are getting good results, you need to figure out how you can ramp up the process, so that you don't continue to replicate mediocrity. If you want to make a six figure income – and possibly a seven figure income – then you have to do something that is truly different than what you are doing now. You will somehow have to boost your sales volume by a factor of 10 or even 50.

The big question is “how can I do this”? Here's what I suggest:

Tip #1: Start Acting Like a Business Owner

Right now, you're probably enamored with the idea of the rugged, individualistic affiliate marketer – a person who sells thousands and thousands of products by himself and with no help at all. You might conjure up an image in your head of an Internet marketer who needs no one else, but generates all of his multi-millions on his own.

If you want to be a super affiliate, you have to let go of this idea. It is pure fantasy. Most big name Internet marketers and affiliate product marketers have a team of either contract laborers, freelancers, or paid staff. If you want to be a successful affiliate product marketer, you have to find people who can augment your weakness (and, trust me, no matter how smart you are, you have plenty of weaknesses).

Additionally, affiliate marketers do not work in isolation. Most of them are friends with the marketers they sell products for; and this gives them far more leverage and information than you have access to.

So start thinking of yourself as a business owner, rather than a completely self-sufficient Internet marketer.

Tip #2: Concentrate on Regular Sales

While big launches can be promising – and the idea of \$500 commissions can be enticing – focus on regular sales, rather than pie-in-the-sky, lottery winnings. Regular sales are easier to quantify and predict; and, for this reason, it is far easier to continually ramp up small, regular sales until you are making hundreds of thousands or millions of dollars each year.

John Reese, for instance, sold tons of small affiliate products before he became a well-known Internet marketer. He sold things like golf balls and clubs in massive quantities; and makes a regular income of more than \$50,000 per month doing so.

So don't worry if you're the top affiliate for some major new product launch. Instead, focus on regular sales and regular increases in sales.

Tip #3: Do What They Do – Not What They Say

By now, you've heard this dozens of times, but I bet you've only actually done it a few times. Next time an Internet marketer unveils a new way to make a killing with affiliate marketing, ignore it. Don't buy the book. Don't listen to what he says. Instead, watch what he does.

Observe the channels through which he promotes his product. Watch carefully to determine what methods he's using to make sales, so you can replicate his successes, rather than chasing after dreams he's written about.

Conclusion

There's no single path to affiliate marketing riches – and that's a good thing. Instead, there are many pathways through which you can make your millions. So scout carefully, look for functional methods you can use, and implement them in your own efforts.

You may be surprised with the results. But whatever you do – don't continue to use strategies that haven't worked in the past.

4.2 The Most Valuable Advice to Any Beginning Affiliate Marketer

If I could give only one piece of advice to a beginning affiliate marketer, it would be this: stop the cash bleeding. Almost without fail, new Internet marketers and affiliate product marketers gobble up products and software packages left and right.

Whenever they see anything for sale – especially if it's the next big ticket product – they'll buy it. They'll get seduced by the copy; and they'll whip out their credit cards, buying when they really shouldn't. So, my advice to you is to stop doing that.

Now, you might protest. You might say that you need the information. You might grumble stuff about needing to be willing to spend money in order to make money. But ask yourself where you read line like that. Did you read them on a sales page? Did you hear them coming from someone who sells products you've purchased?

If so, that person was almost definitely saying it to loosen up your wallet. So tighten up your wallet again. Build up some resistance to buying.

Now, many people do not realize this, but the Internet is just brimming over with free information. Much of it is comparable to what you will find in products you might pay \$30, \$50, or even \$100 for. While you might expect to get more from those products – or at least some guarantee to their quality – purchasing them is usually completely unnecessary.

In most cases, 90% of people who purchase these E-books skim them, consider incorporating a few new interesting ideas into their business models – but, for the most part, ignore the bulk of the text and go on their merry way.

If this is what you do with these E-books, too, (and it probably is), then your wallet would be better served by saving all that cash.

Instead of purchasing E-books you can't and won't use, save your money and spend your time getting a first class education from completely free information. If you're an Internet marketer or affiliate marketer, spend some time on sites such as the Warrior Forum, which you can find at the following URL: <http://www.warriorforum.com/forum>.

And rather than focusing on all sorts of wily tricks – which probably have never worked once for you, anyway – spend your time sincerely attempting to improve your current business model, which is probably highly flawed, but contains many functional elements.

Ask yourself whether there are considerable leakages to your current model that could be improved. For instance, are you tracking all of your advertising efforts? If not, how can you expect to know which ones are successful and which ones are not? Also, are you advertising in every possible place where you could get a decent return? If not, you're leaving money on the table!

So, rather than consistently shooting for the moon – and spending hundreds of dollars to figure out how to do it – keep that cash in your wallet. Instead, work on slight, but continuous, improvements to your current business model.

This un-sexy approach – slight, but continuous improvements – is precisely what major companies, such as Toyota, have used to continually get better and better, capture a larger market share, and out-compete competitors who are stagnant or are risking too much.

And there you have it: my single suggestion to any new affiliate marketer is not a “tactic” at all. Instead, I want you to avoid the gimmicks, cut back on unnecessary spending, and focus on your own business model. After all, you know far more about your own business model than any guru does.

So focus on continuous improvement; focus on making more and more affiliate product sales each day; and try to avoid all of the “must have” products. In no time, you’ll be earning what you want.

Recommended Resources

Recommended Reading

[The Viral Marketing Blackbook](#) – unlock the secrets to viral marketing and unleash an unstoppable flood of free traffic to your websites!

Recommended Payment Processors

[Paypal](#) – start accepting credit card payments from customers from several parts of the world!

[Clickbank](#) – start accepting payments and tap into one of the world's leading online affiliate network!

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