

No B.S. Affiliate Marketing Cheatsheet

A No-Frills Resource List For Launching An Affiliate Marketing Business.

Affiliate marketing should be simple. At least until you're up and running and making money. After that you can get as complicated as you want... though why would you?

Landing Page Hosting

Your Own Website:

If you have a site, just install Wordpress and use pretty much any Theme with **Site Origin Page Builder** to create simple landing pages. Use any Form Plugin to send your visitors' opt-in details to yourself by email.

No Website: [Use Bitrix 24](#):

The free account lets you create landing pages and capture leads... plus a whole lot more. Some marketing built in, so you can email those leads the when your next campaign is ready to go!

Affiliate Networks:

Three very different options here... best bet is to register for all three and have a look around and see if there's offers you'd like to promote...

[Clickbank](#):

The original affiliate network and still the most popular. Vendors pay you 50-70% on most items. No approval required, just grab their Hop Link and start promoting. It can take several weeks to get paid for sales.

[JVZoo](#):

You need approval from the vendors to promote their products, so most won't pay you instantly until you make some sales. Lots of big launches with multiple upsells and add-ons, so some big commissions to be made... but a lot of crap offers to sort through!

[Warrior+](#):

This is a marketplace connected to a major online marketer's forum. The offers here are usually very much geared to 'marketers', often very cheap on the front-end with multiple upsells built in. Vendor approval required, but worth the extra step. Many of these are brand new and untested offers, so be selective!

Vendor Programs:

Avoid individual vendor affiliate programs for now... it takes too long to earn enough to get a payout! Use a network to promote multiple vendors, and you'll get paid sooner!

Traffic Sources:

Your Lifetime Traffic System:

If you haven't made a start on this, DO IT NOW! Everything you do online will rely on your ability to send quality traffic to your offers. There is no way to do that, that is both free and easy... you either do the work or pay the price!

Traffic Exchanges & Safelist Mailers:

DON'T DO IT! These site just don't work. You'll never 'earn' enough of this poor quality traffic to make sales. Instead, use your time to set up ongoing traffic systems of your own.

Paid Traffic Sources:

If you want to speed things up... and you have funds available... you can try some paid campaigns. If you're new to this I'd recommend you start very small and scale up as you get more comfortable with how things work.

Here's a few paid resources that I wish were around when I started!

Profits Lion: (\$14.95/month)

Set up an email ad and it will go out every day on auto until you replace it, generating 1000-1500 views a day. Best part about this is you can set up an offer and the emails keep on going while you work out your next campaign.

It's also a great way to test an offer, to decide if a Solo Ad might be worth trying. If you like it.. or don't like subscriptions... there is a one-time payment option for lifetime access.

Udimi Solo Ads: (\$0.30-\$1.00 per lead)

This is a Solo Ad marketplace where you can buy mailings of your offer (a Solo Ad) to other people's mailing lists. You pay per lead, and there's lots of live feedback, so these are usually very good quality leads.

Always test somewhere else first, but when you find an offer that converts on cheaper traffic, do a mailing here and it will usually convert even better!

Register using the link above for a \$5 discount coupon. Find a Solo Ad provider, order a small campaign of 100-200 leads. Send your email and check your stats... if the numbers add up, buy a bigger mailing. If not, try a different Solo Ad provider, or a different offer.

My Lead Gen Secret: (\$30 month)

This one gives you 100 new leads a day, and you can email ALL your leads, every day.

The MLGS system encourages members to use the platform to promote this service... and there's a very lucrative referral program built in... so it can be a good program to promote as a *money program* while you're getting started... or beyond.

Personally I use it a little differently...

I use the built-in mailing system to email all my leads pretty much every second day, promoting the MLGC system. I'm picking up a few sign-ups each month from that, so my membership now more than pays for itself.

That is a bit awkward and *one-size-fits-all* though, so I also export my new leads every couple of days and import them into my own autoresponder.

From there I can send out a series of emails that adapts according to how people respond to the content... when they open emails, click on links, reply to me directly etc... so I can give them more of what they like, or skip over stuff they're clearly not interested in.

That automation is priceless and we'll cover that in another 'cheatsheet' someday.

But the main point is, it lets me make a stronger connection with my subscribers...

So I'm demonstrating 'added value' up front, long before I try to sell anything.

And you can be confident this process works, because you are living proof!

(Yep, if you're reading this then you were one of the leads the MLGS system sent me!)

So I'm adding 3000+ leads to my list every month, through a system that is totally self-funded.

And the fact you're here reading this is proof that some of the leads are people who are prepared to read my emails and act on my recommendations!

OK, back to the Free & Easy Affiliate Marketing Set Up

For now, your process should be fairly straight forward...

1. **Register** at each of the Affiliate Networks above.
2. **Find 1-2 great products** at each that you'd like to promote. Request Vendor Approval if required.
3. **Set up your landing page**, with a teaser headline, a few bullet points that also 'tease' on what the visitor will discover if they opt-in... and an opt-in form.
4. **Set the form Thank You page** to your affiliate link to the Sales Page for the offer, so once they opt-in, your work is done!
5. **Send traffic!** Use your own traffic systems or purchase some email leads. If you use email, make sure you include a useful review and a bonus if they purchase.

Start with a Clickbank offer as that's instant and active as soon as someone clicks your link. Then get to work on the others as soon as you're approved.

When Requesting Approval, tell the vendor you are "new on this network but like the look of XYZ product and think it would be a good fit for your list". Don't say any more than that unless they ask you!

Search Google for Free PLR ... you'll find hundreds of ebooks, videos, software and more you can get super-cheap or even for free and give away as a bonus. Take your time and find stuff that is actually valuable to your visitors.

Treat this as a learning experience... experiment lots, see what works, what doesn't, make lots of notes, watch what other affiliates are doing... and have some fun with it!

Your general goal should be to help people rather than 'make sales'...

ie. You're helping people who can use this product find out that it's available. Keep a 'service first' attitude and you will do better in the long run.

Lastly, **don't waste money on expensive Training or DFY packages.**

There is a wealth of information on the net about affiliate marketing... you just have to go looking. You definitely don't have to pay for it.

ANY training package you buy is repackaged information that is freely available.

ANY DFY package you buy will just be setting up these exact same processes.

And most of them aren't that much quicker... despite the slick sales presentations telling you it's click button easy, you still have to complete most of the time-consuming steps yourself.

These services have their place, but for now, focus on learning the process and finding products you believe in... it will reward you in the long run.

And it should be clear by now... **everything you do depends on traffic.**

Whether you use the simplest system laid out here, or the most expensive done-for-you affiliate marketing platform, you won't make a single sale until you get traffic to the offer.

Until you get traffic generation worked out, any training or DFY packages are going to be a total waste of money...

So if you have money to spend, use it to set up your own **[True Lifetime Traffic system!](#)**

That's your fastest route to real online success !

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