

Affiliate Marketing - Workshop For Beginners

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Print out this worksheet and have it in front of you during the class. Fill out the blanks as the answers are revealed on screen.

LESSON 1: ASSEMBLING A MASSIVE AUDIENCE

Nothing matters more than having hungry buyers.

Many over complicate the process by _____ before they have an _____ . Easier to find a product for the buyer than a buyer for the product.

Affiliate networks have a marketplace and provide _____ that connect vendors with affiliates for tracking referrals and commissions.

Determine the niche you want to be in by researching the affiliate marketplaces for recent activity. Look for _____ where _____ is circulating.

Communicate often with your people, set up a _____ for yourself and communicate with your people religiously.

The idea is simple, just find (or assemble) a _____, then..FEED IT. Like selling Girl Scout cookies stand outside a cannabis dispensary.

Channels are what YouTube calls their _____ and you can assemble people into neat little groups based on their _____.

You can also use paid niche mailing lists like _____ and other data sources for emailing leads.

Special interest periodicals and their corresponding groups, forums, lists are all a very _____ . Humans are hunter gatherers by nature.

Common types of paid traffic are _____ Facebook ads, Google Adwords etc. Traffic you pay for is instant but making it profitable comes with a _____.

Affiliate traffic is an overlooked source, launching _____ products for the sole purpose of lead generation to promote affiliate goods.

LESSON 2: THE PRODUCT DECISION

Selecting the right products is critical to your success.

_____ is NOT the tell tale sign of whether or not you'll succeed because it comes down to YOUR audience and their _____

The offer, (what they get for what they pay) is the ultimate deciding factor but many other things play a role in _____.

Don't ever develop a _____ based on a bad experience. Tweak your _____ and test again. People in blue houses buy products.

The easiest way to pick a loser is to run a reactive business. Be PROactive and strategic about the products you select to promote. Create a _____.

There are many digital product affiliate networks with marketplaces for you to review, like _____, _____, _____, _____.

Digital products can be anything and everything accessible or downloadable through a _____. Videos, audios, eBooks, graphics, documents, software, plugins etc.

Many marketers combine _____ and _____ offers into affiliate funnels for their audience. Ebooks and training courses can lead to physical gear offers.

You can offer a digital version of a physical information product or vice versa and this opens the door to collecting _____ and _____. This is huge.

It's always a smart move to promote a _____ offer as an affiliate because you collect a commission each month when the rebill happens.

Evergreen _____ are one of the most profitable things you can promote as an affiliate but the key is to build a _____ around them.

LESSON 3: A GUARANTEED FLOOD OF SALES

Consistently converting your leads into buyers.

People won't go looking for _____ and _____, you have to actually put it in front of them. No matter how awesome the bait is, fish won't come onto shore to bite it.

Your prospects always want to know “ _____ ” (WIIFM) Give them a reason to subscribe, to share, to buy.

Daily _____ emails for the latest greatest product launch is the common affiliate marketer's crutch. This practice works against your sequential efforts so lists must be _____.

The subject gets them to _____, the body gets them to _____, the bridges _____ the offer and the sales page _____. Revisit the break points and re-mail those segments.

Don't leave it all up to the vendor! You need to tailor your marketing to your audience because no one knows them better than you.

Diversify your communication techniques to reinforce your _____. Use a variety of modalities like email, messenger, social media, sms, push alerts etc.

_____ - this is when you act like the opposite of a salesman. Never come off as needed (begging) for the sale because you will damage your business posture.

_____ - this is when the prospect sees that others are already taking action and making the decision he/she is pondering or procrastinating.

Custom bonuses that incorporate the _____ and graphics to make it part of a set or suite. Always get _____ from the vendor to do this sort of thing.

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Golden ticket bonuses for purchasing _____ and
_____ work well when they are purposely limited right on the front page.

LESSON 4: ADVANCED COMMISSION GETTING

Take your affiliate marketing game to the next level.

Create a _____ and seamless bonus offer that actually
_____ the product you're promoting. Match the theme, the colors the logo
make it all look like ONE _____.

Ask the vendor for _____ products that you can give away to your tribe in
the form of purchase incentives on a _____.

The most successful and profitable affiliate promotions always start with
_____. Pick the product and then design the campaign around it.

Know the product and funnel you are promoting, ask for _____ or just
_____ so you know how to better paint the picture for your audience. Users
are the best sales people.

These sorts of promotions have to be _____ and
_____ in the sense that you have the ideal audience, with the specific
need. You have to educate them.

You'll have to manufacture your own _____ and build scarcity and
_____ by limiting your bonuses and threatening to remove them at a
deadline.

Promoting webinars is one of the most profitable things you will do as an affiliate marketer
because they offer much _____.

Reverse engineer the entire _____ and put a lot of thought and effort into
how you will pack in the registrations. Creating & selling a _____ is a great
way to make backend webinar sales.

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Strive for everything that you do to _____, even your bonus offers. You can use _____ software to award points each time a prospect shares YOUR affiliate link.

Always use a cloaking and tracking tool like _____ so that you can shorten the affiliate link, see your real stats and most importantly control the _____.