

What Is Affiliate Marketing?

Thank you for downloading the **Affiliate Marketing Checklist**, which is available [below](#).

My name is Bob Jenkins, and I'm the author of [Take Action! Revise Later](#), and over 40 online marketing courses for small business. I'm excited to break down the steps to success with Affiliate Marketing in this checklist. Whether you have an existing product or service, or you're just starting out, I know from first-hand experience that every business owner can add significant revenue to their bottom line by including affiliate marketing in their business.



Personally, I have a very active marketing training business, with coaching programs, virtual workshops, digital products, and home study courses. Yet affiliate marketing remains a large source of income for me.

If you're in the position where you're not quite sure what to make of affiliate marketing, let me give you the run down, so you can see how you might incorporate this lucrative strategy into your business.

The basic definition of affiliate marketing: you get paid a commission on the sale of products you recommend through an established relationship with that product's creator. This can be an individual like me, or a large scale company like Amazon. Typically you earn between 3 – 50% of the sale price, although some affiliate programs offer up to 100% or more of the initial sale price.

Why do product creators offer an affiliate program? Because they need to get the word out about their products and services! Instead of spending advertising money on marketing that may or may not work, they reward sales by their affiliate partners with commissions.

And that means extra profits for you while you connect people to high quality solutions to challenges they're frustrated to be facing.

Here are the 4 primary types of affiliate marketing.

Anonymous Affiliate Marketing

A lot of the affiliate marketing courses out there (especially for beginners) usually put this type of affiliate marketing first. This is where you as the affiliate marketer discover hot products and programs, regardless of your connection to them, and you connect those products to eager buyers around the world. People will likely never know who you are.

You use various types of internet strategies to get people to buy: Pay-per-click ads, forum postings, blog reviews, etc.

Niche Affiliate Marketing

In this case, you choose a particular topic (preferably one you know well), and you focus your attention on this particular niche. You may find multiple products that help people solve a particular set of problems, but do not stray from the niche.

Like anonymous affiliate marketing, you likely aren't front-and-center in your promotions. But over time, you'll have better results if there is a face behind the promotions.

Expert Affiliate Marketing

There's a major difference between this type and the first two: you are an expert in what you do, and you leverage that expert status into focused recommendations that help out your existing and potential customers.

The types of products and services you recommend as an affiliate are closely linked to those you personally create. These promotions are seen as supplemental add-ons, and allow you to help your customers in more ways than just what you currently offer.

Entrepreneur Affiliate Marketing

The final type of affiliate marketing is to have affiliates promote YOUR products and services. Once you offer your services on the web through an online payment system, you can connect your order process to an affiliate tracking software.

This allows you to have other people around the world serve as your 100% commissioned salespeople – meaning they don't get paid a cent unless a sale is made (thus making it a marketing strategy with no upfront cost – other than the software).

Regardless of what stage you're at in your business, I encourage you to incorporate affiliate marketing.

With the type best suited for what you're currently doing, you'll see significant revenue added to your bottom line. And you'll be able to help more people (and the same people more) than you can do with just the things you create.

To your empowered success!

Bob Jenkins

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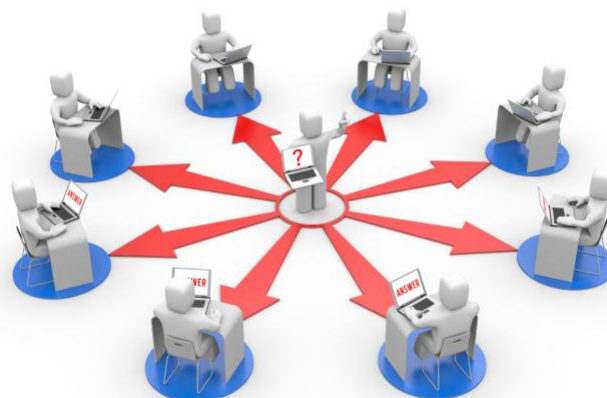
p.s. You have my permission to share this checklist (without changes) anywhere you like and with anyone you know!

p.p.s. Want to learn more about affiliate marketing? Check out my [Discover Affiliate Strategies Virtual Workshop](#) today!

Affiliate Marketing Checklist

By Bob The Teacher - DiscoverAffiliateStrategies.com

- Determine your Golden Triad (PKM)
- Determine gold standard product or service
- Join affiliate program of gold standard program
- Acquire affiliate link
- Register your domain name (Shylar.com)
- Set up hosting account (PoweredByHostgator.com)
- Create redirects for affiliate link
- Contribute comments and answers to top blogs and forums where market hangs out
- Use affiliate redirect link in signature in forums, and link for comments
- Determine top 25 specific keyword phrases related to market needs
- Set up social media accounts and profiles using same username & email account
- Use blog posts to describe the benefits of your recommended product
- Set up autoresponder (BestEmailDelivery.com) and promotional email series
- Create a "You-Based" Affiliate Promotion
- Connect affiliate promotion to autoresponder opt-in & confirmation process
- Create a "self-serving" bonus for increased conversions, commissions
- Survey buyers and non-buyers about existing products in your niche
- Interview product owner on a teleseminar or webinar
- Repeat these steps for each gold standard product you wish to share with your audience



To discover the secrets to creating consistent affiliate marketing profits, go to DiscoverAffiliateStrategies.com/virtual for a special offer from me!

Share this checklist! Feel free to pass this PDF along to your colleagues and friends who are interested in adding multiple streams of income to their business revenues. You can also [rebrand the report](#) before giving the report away to increase YOUR affiliate income!