

The DSM Publishing Ultimate Fast Track Tutorials

Giving you **HONEST** step by step instructions
so that **YOU** can make money online without
falling for the scams



Affiliate Marketing Genius

**You Have Full Master
Resale & Giveaway
Rights To This Product!
Basically You Can Do
Whatever You Like With
It As Long As It Is Not
Altered.**

**If You Would Like
Premium Master Resale Rights On This
Product Please [Click Here](#)**

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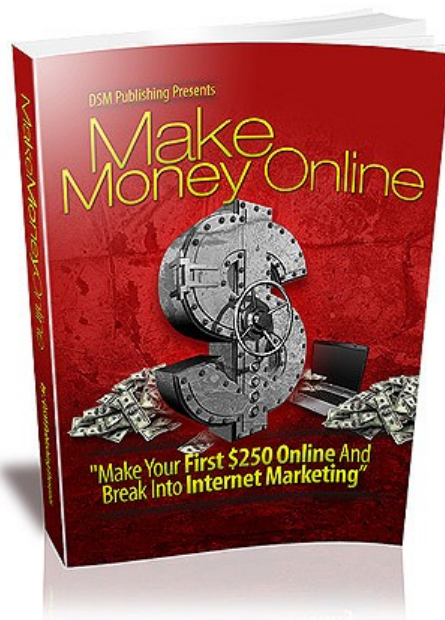
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Affiliate Program

We have this great recurring income program in place so that by sending people to our free report you can make an absolute killing. How it works is that when people enter their email address for the free report which you can see [HERE](#) they are then offered a package for \$27 a month that shows them how to make money online. This program is geared around the free report so the results are amazing. They will then be offered to buy other products through our autoresponder sequence.

If they sign up through your affiliate link on ClickBank you earn 60% on all the sales. All you have to do is send people to our free report and we will do the rest. It's so much easier to say "check out this free report" rather than trying to sell them something and the end result is still the same. You can sign up by [clicking here](#).



FOREWORD

Welcome to the latest issue of our monthly Fast Track Tutorials.

We're really glad that you gave us the chance to show you our way of doing things within Internet Marketing and we are really looking forward to helping you with your online business. Our ultimate goal is to see money floating into your bank account and if it is already improving on the current amounts.

We are going to start on some of the basic principles that even some experts fail to get to grips with so even if you do have a degree of experience I am sure that there will be content that you will not have thought about. We find that even after four years we come across methods from time to time that we had never even considered had tried out and thoroughly impressed us when it worked.

Most importantly we will include these methods to you in our tutorials so that you can implement them into your business!

All the monthly tutorials will be between 10-15 pages in length so that you can get to grips with all the information, take action on it and be ready for the next month's work. Where appropriate I will include screenshots so that it is even easier to follow.

We will always keep you up to date – so if we find something new that works better than an earlier method we will tell you all about it. We will also give you an overview with what it is all about so the experienced marketers can move on to the next bit if they wish. Within three months I can't see a marketer on this course not making money.

Obviously I'll start with the basics with the idea of getting you up and running as quickly as possible. We have had a wealth of experience online and we will provide you with all the information that you possibly need so that you can make a living online. Everyday I come across internet marketers that have been around for over a year and still haven't broken even after letting me put you through your paces you will not be one of them.

If you would like to take advantage of our Internet Marketing Superclass & discover how to make money online then [click here](#)

AFFILIATE MARKETING GENIUS

Affiliate Marketing is plain and simply a method of marketing where you can earn a commission or fee for promoting other peoples products or services.

You, the Affiliate agree to promote those products and or services via your webpage, your blog, your email campaigns or what ever method is allowed, and any sales you make will earn you the Affiliate a set fee / commission or an agreed percentage payment.

Affiliate Marketing if done right can be very lucrative, many people earn a good living just by promoting other peoples products.

As an Affiliate Marketer, you don't have to worry about creating your own product and you won't have to deal with customers or customer support issues.

Your main skill set needed to become an Affiliate Marketer is some basic internet marketing knowledge and more importantly "*the desire to succeed*"

There are lots of different ways to become successful at Affiliate Marketing and there are lots of different programs, merchants and vendors out there who are more than willing to pay you their Affiliate a decent percentage of commission over to you for promoting their products.

With most affiliate programs the typical commission you can earn is between 30% and in some cases 100% although averaged out, 50% is a more realistic baseline. There are lots of affiliate programs out there, and the majority of them are absolutely free of charge to join.

Affiliate Marketing can, when done right, be very worthwhile.

How does Affiliate Marketing Work?

When you join an affiliate marketing program, you are either given a unique identifying number or name or you choose your own unique identifier. No two people in the same program have the same number or name. Your link is specific to you and you alone.

The program operator then uses this unique identifier to track all the leads / visitors you send to their site. When one of these leads / visitors purchases “You” are credited with the sale and allocated the percentage commission for that sale. 95% of affiliate programs have reliable tracking systems in place.

When you send a visitor to the program owners’ website, that visitor is “logged” as having been sent to the site via your unique affiliate link, even if they don’t purchase on the first visit, there is a chance that when they return at a later date to purchase, you can still get credited for the sale, this is because most programs use “cookies” to store information about their visitors, as long the visitor you originally sent hasn’t picked another cookie up or deleted/cleared their cookies on their computer you are still credited with the sale for that visitor.

In case you’ve ever wondered, that’s the reason why these big name marketers always tell you how to delete your cookies before you go to order something that they are promoting. They do this for two reasons. One they want to ensure that they get credited for the sale and two, that you get their bonuses they are offering.

All programs work differently and it’s a good idea to try and find out what system your program owner is using. For example, with Clickbank® it is always the last cookie that gets the sale allocated to their account. With others, it can be the first cookie or a cookie that is for a set period of time.

Understanding Your chosen Program

All vendors will have guidelines that you must adhere to, make sure you read and understand them. It is no use further down the line saying you weren’t aware of their terms and conditions, most affiliate programs have a box that you tick to say you have read understood etc, all vendors will refuse to pay and will **not** pay affiliates who do not adhere to their terms.

What are the program vendor’s terms and conditions for payment? Is there a minimum amount you have to earn in commission before they will pay you out? Is this amount achievable?

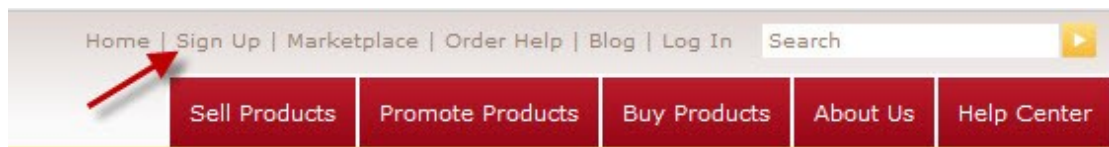
Is there a minimum criterion you have to meet in order to get paid? For example, Clickbank® has a strict Customer Distribution Requirement that you must meet before you get your first payout.

How will your vendor pay you? Do you need a bank account? Do you need a PayPal Account? Will they direct debit payment to you? How much are they going to charge you to receive your commission? **Yes, that's right!** They charge YOU to receive Your Money.

I am now going to take you through all the different information you need to know for dealing with Clickbank. This will then be followed up with the do's and don't of affiliate marketing for the best success.



Clickbank® has been around as a digital market place for over 10 years, it is a well established program with a wealth of products in its market place for you to choose from. It cost nothing to sign up to Clickbank® and create an account as an affiliate.



On the top menu bar click the link that says Sign Up. Fill in all the details and agree to their terms and conditions.

A screenshot of the ClickBank Sign Up Form. The form is titled "ClickBank Sign Up Form" and includes a sub-header "Use your mouse, or tab and shift tab to move from blank to blank." The form fields include: Country (dropdown menu set to UNITED STATES), Payee Name, Street / PO Box, Suite or apt. #, City, State / Province (dropdown menu set to ALABAMA), Zip / Post Code, Your first name, Your last name, Your email address (example: jon@bank.com), Email address confirmation, Your preferred language (dropdown menu set to English), Your phone number (required) with an ext. field, and Address of your web site (if any). There is a checkbox for "Check here to receive targeted, account specific promotions from ClickBank via email." Below the form is a "Client Contract" section with a scrollable text area containing legal terms and conditions. At the bottom of the form, there is a checkbox labeled "I have read and agree to the terms and conditions." and a "Submit" button.

One part of their form asks you to select an account nickname this has to be a combination of 5-10 letters and digits.

Select an account nickname for your new account

Account Nickname ± (5-10 letters & digits):*

Choose something that you will easily remember, this nickname is the key to logging into your Clickbank® account.

Once you have your account up and running, you can then go to their marketplace and check out all the products they have available for you to promote.

Clickbank® Offers reliable tracking and their useful reporting section allows you to view lots of information about your account.

Weekly Sales Snapshot

Week Ending	Gross Sales
2010-09-15 (current week)	\$0.00
2010-09-08	\$3.93
2010-09-01	\$0.00
2010-08-25	\$0.00
2010-08-18	\$0.00

Daily Sales Snapshot

Mon Sep 13	\$0.00	
Sun Sep 12	\$0.00	
Sat Sep 11	\$0.00	
Fri Sep 10	\$0.00	
Thu Sep 09	\$0.00	
Wed Sep 08	\$0.00	
Tue Sep 07	\$0.00	
Mon Sep 06	\$0.00	
Sun Sep 05	\$3.93	
Sat Sep 04	\$0.00	
Fri Sep 03	\$0.00	
Thu Sep 02	\$0.00	
Wed Sep 01	\$0.00	
Tue Aug 31	\$0.00	
Mon Aug 30	\$0.00	

You can drill down as much as you'd like. With this account, you can see there has been just the one sale in the whole two week period.

This was on Sunday 05th September – we can drill down and get to the sale to find out more information about it. In the weekly sales report, click on the week the sale was made. 2010-09-08 a new window opens up and will show the details of all transactions made in that

week.

One item found.

Actions	Date	Time	Receipt	TID	Pmt	Currency	Txn Type	Item
	2010-09-05	07:53	WQP*****	WAR	PYPL	GBP	Sale-RB	4

One item found. Export options: CSV

‡ To view a list of country codes, please [click here](#).

Here you can see the date and time the transaction took place. The receipt number is asterisked because this is an affiliate sale. The TID is one that I set to track this particular product. (More on that later) The Pmt shows me that the purchaser paid via their PayPal account, they paid in GBP and it is a recurring monthly payment (Sale-RB)

Amount	Vendor	Affiliate	CC#	St.	Last Name	First Name
\$3.93			GB			

The next section of the screen shows the amount of commission earned, it would also give you the nickname of the vendor and the affiliate associated with the sale which country the customer came from and what their real last name and first name were, (I've edited those details out for privacy reasons)

Clickbank® has an excellent search dashboard for you to use.

Transaction Search

Search Criteria

Preset: Select a date range | Last Name: | Results/Page: 100

Start: 2010-09-01 select | Email: | Vendor:

End: 2010-09-07 select | Item: | Affiliate:

Credits (all) Sale Bonus | Debits (all) Refund Chargeback Bounced Charges

English

Marketplace
Choose from thousands of great products to promote

Find Products: [Advanced Search](#) [Search Help](#)

Introducing SocialPromote! Share products you like with your Facebook friends & earn affiliate commissions. [More Details](#)

Clickbank® has literally thousands of products for you to promote a recent addition is the ability to “Social Promote” so you can even earn commissions on recommending products to your Facebook friends. To use this feature make sure you log into your ClickBank account, before you create your hoplink.

Creating Your Hoplinks to promote Products

Once you have selected your products you want to promote then you have to make your hoplink – remember this is your unique identifier to the system.

Let's say my Niche is the Pet niche, so I have gone to the marketplace, selected the category “Home and Garden” a sub category of this section is called “Animal Care and Pets” that's the section I want to look at.

Displaying results 1-10 out of 381 (pg. 1 of 39)

Results per page: 10

Home & Garden : Animal Care & Pets

Clickbank informs me there are 381 products listed and to choose from in this section of their marketplace. We need to drill down even further to find our product to promote.

Home & Garden : Animal Care & Pets

Narrow Results by: Product Type | Language | Billing Type

Sort results by: Popularity

Low to High High to Low

Here we can sort the products according to our requirements.

We are looking for a product that is popular, has a reasonable payout amount and has a high gravity score. The gravity score tells us that other affiliates are successfully promoting this product too.

Ideally, we are looking for a product that already has some affiliate tools we can use to promote it, unfortunately not a lot of them do.

How To Build A Chicken Coop Avg \$/sale
 Building A Chicken Coop Plans - Proven Long Record Of Great Conversions - 75% Payout - Free
 Affiliates Tools Here: <http://www.buildingachickencoop.com/affiliates.htm> **Promote**

Vendor Spotlight

Stats: Initial \$/sale: **\$19.99** | Avg %/sale: **75.0%** | Grav: **59.44**
 Cat: **Home & Garden : Animal Care & Pets**

Like 52

The product above meets the criteria we are looking for. The payout is just under \$20, and it has a reasonable gravity score of 59.44 there are also some good affiliate tools provided for you to promote it. The link to the affiliate page is wrong, but you can access the tools from their site quite easily.

Their affiliate tools page is located here:

<http://www.buildingachickencoop.com/affiliates.html>

We are going to promote this product, we click the promote button and a new screen opens us like this one. If you are logged into your Clickbank account, your nickname will already be showing in the top box. The second box is for any tracking ID you want to add.

Affiliate Program: Promote Products for 'CHICKCOOP' Close

English

You can earn 75% for each paying customer you refer to this product. For details please enter your account nickname and tracking ID (if you have one):

Account Nickname:

Tracking ID (Optional):

Create

No account nickname? Click [HERE](#) to sign up first. It's free!

Close Window

Adding a tracking ID is useful to remind you of where you are promoting the product and which actual product it is. For this example we are going to choose a tracking ID that identifies the product so we input “plans” as the tracking ID. Next hit the create button and your new encrypted link is created for you with the TID.

Affiliate Program: HopLink for 'CHICKCOOP' Close

English

ClickBank pays you 75% when you sell CHICKCOOP's product. To refer a customer send them to this domain name:

<http://1110b9u-gmxj4mebqan8sd-a64.hop.clickbank.net/?tid=PLANS>

Copy the following HopLink HTML code and add it to your web page:

```
<a href="http://1110b9u-gmxj4mebqan8sd-a64.hop.clickbank.net/?tid=PLANS" target="_top">Click Here!<
```

WARNING: Due to the possibility of transcription errors, we recommend copying the HopLink from this page instead of typing it manually. To copy the HopLink, click on the text of the HopLink and either right click and select copy or hit Ctrl-C.

This HopLink has been encrypted by HopLink Shield. It represents an encrypted version of the traditional HopLink format of <http://affiliate.vendor.hop.clickbank.net>.

Close Window

Close

Copy and paste the links to a text file on your computer make sure to save the file for future reference. I have all my affiliate links saved in a file on the desktop and it's simply called “Affiliate Links”

Now we have our unique ID we are going to use this to promote the product. Let's see how to knit it together.

From the affiliate page, go and select an image to use and add it to your

webpage or blog. The banner one is nice and clean and the right size.



Leaderboard 728 X 90 - Image Above Shrunk To Fit

We need to save this image to our computer, so right click on it and choose "save as".

The next step is to upload the image to our hosting space / website. Place the picture into your images folder inside your public_html folder. We have named the image chickens3.jpg.

To add the image complete with the affiliate link, we have added the following text to a text widget in our wordpress theme. The theme we are using allows for one leader board style add to be added to the top of all the pages/posts. By adding the code there, our advert and affiliate link will be shown on all the sites pages.

```
Here is the code the first line <a href="http://1110b9u-gmxj4mebqan8sd-a64.hop.clickbank.net/?tid=PLANS" target="_top">
is our affiliate link and the second line  tells the page
where to look for the image to display to the visitor.
<a href="http://1110b9u-gmxj4mebqan8sd-a64.hop.clickbank.net/?
tid=PLANS" target="_top">
</a>
```

When anyone clicks on that image they are taken to the sales page for the product and take along with it our affiliate ID, so we can get credited for the sale. The bottom of the ClickBank order form will show [affiliate= your clickbank ID. Your Tracking ID.



When anyone orders the product having come from our site, we get credited with the sale and earn the 75% commission promised.

If there is a refund requested, their system automatically takes care of that and deducts any awarded commissions from your account.

All clicks are recorded and tracked by Clickbank and all payments to the vendor and the affiliate are processed by Clickbank. You do not need a PayPal account to be a Clickbank affiliate however you do need a regular checking account. You have to meet their strict Customer Distribution Requirement before they will pay out your first commission check.

Now we are going to go through the do's and don't of affiliate marketing:

Do's

- Do make sure you save your affiliate links to a text file on your computer.
- Do make sure you save any graphics to your computer and upload to your webhosting space.
- Do make sure that your images show up on your website.
- Do make sure that the images are clickable and go to the right site when they are clicked on.
- Do check that your affiliate link goes to your affiliate account use the tracking statistics provided by the program you are using.
- Do make sure you can accept payments in the currency offered by the Vendor / Network.
- Do join affiliate marketing forums, ask questions, interact and learn from other affiliate marketers.
- Do make sure that you understand any terms and conditions placed upon you the affiliate by the network you are promoting. Don't mix programs if you are not allowed to.
- Do keep your website current, and up to date with fresh content.
- Do periodically test your order links to ensure that any vendors' product you are promoting through Clickbank is still using Clickbank as their affiliate program.

- Do work hard to drive traffic to your site. If you have time, write articles on your chosen Niche / topic and submit these to the popular article directories.
- Do join in discussion forums related to your niche / site theme, use the signature file to link back to your site.

Don'ts

- Don't expect to earn a fortune overnight, it just doesn't happen. Anyone who tells you otherwise is lying.
- Don't break the rules of any agreements you have signed with the networks or other affiliate program managers.
- Don't spam anyone with unsolicited email messages.
- Don't keep promoting a product or service if you are not making commissions / sales, or if the vendor has made changes to the program.
- Don't forget to make use of any marketing materials the program vendor may have provided. Banners, Graphics, email messages or text ads. Remember though to stay away from any duplicate content, rewrite the emails, re word the adverts so they are unique to you and your site.
- Don't load your site with lots of flashing, rotating, blinking banners that make it look like a firework display!



This month's tutorial is all available with full unrestricted private label rights on the following link:

<http://www.ebooks-land.com/products/premium/affiliatemarketing.html>

You will receive:

- Your full ebook (this is a mini version)
- All the designs including full minisite
- Along with your own sales page

Then all you would need to do is upload it on to the internet and you have your product.

PUT INTO PRACTICE

1. Decide on the type of product you would like to promote on ClickBank and go about planning the basics
2. Think carefully about your competition and decide whether the affiliate product will make you money or not
3. Plan the marketing of your affiliate products so that you can make money as soon as possible through your promotions!!
4. Start your affiliate campaign and watch your income grow!

And last but not least.....

5. Go and implement it!

See you next month

Samantha Milner

Samantha Milner
Author – The Ultimate Fast Track Tutorials

Sign up at <http://www.dsm-publishing.co.uk> and receive the new fast track tutorials direct to your inbox.