

A BEGINNER'S HOW-TO GUIDE

# *Affiliate Marketing*



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# About Alecia



After receiving my Bachelor's degree in Psychology, I found myself working in the higher education field. This was my life for 7 years. Working a 9-5 and many weekends. I had 3 kids and earned my MBA all while working full time. When I reached my pay cap, I realized this was not for me.

I quit my job to become a stay at home mom while my husband started his own business. Needless to say, this was stressful as it was also when the pandemic hit! Flash forward 3 years and we are expecting baby number 5 (!) and live on 7 acres with a bunch of animals. But our dreams didn't end there...

With our growing family we have dreams of building a larger home, paying down debt and building a secure future for our kids! I have spent the last 6 months applying for various work from home jobs. The problem is they all require so much time from me. When I stumbled upon affiliate marketing, I decided to dive in and do every bit of research I possibly could. This was something I could do from home, on my own time! AND there was **NO** cap to how much I could make.

I knew I would need some type of resource to learn it all and that is when I found John Thornhill's free webinar and training. This course taught me everything I needed to know and more!

Keep reading to learn everything you need to know on how to get started! If I can do it, so can you!

*Alecia Kristine*

# What is affiliate marketing?

Affiliate marketing is an arrangement where a company pays commission to **you** (the affiliate) for promoting their brand.

A staggering 80% of brands are using affiliate marketing in their marketing strategy.



## Benefits of affiliate marketing

- Beginner friendly/ no experience needed!
- Low startup cost. I found a free webinar that has taught me everything!
- Work from anywhere!
- Work your preferred hours
- No income cap!



# Steps to get started...

## 1. Determine your niche

This step is probably the most important. A niche is a specific area that you are going to focus on. Some super successful niches are wealth, health/fitness, and relationships. Others include home decor and fashion. Choosing your niche will help you determine which types of products you are going to promote. Make sure you choose something you are passionate about!



## 2. PICK YOUR PRODUCTS/PROGRAMS TO PROMOTE

Start by using Google to search "your niche" + "affiliate marketing" to see what types of companies are using affiliates. These could be products you already use or use something you are interested in! Here are a few things to look for when choosing a company:

1. Offers both high and low ticket offers
2. Pays a minimum of 30% commission.
3. Has a cookie duration of at least 30 days

### 3. Apply to be an affiliate

After doing your research and finding a company and product you want to promote, it's time to start applying. Most companies will give you approval immediately and your own referral link. This link is what you want your customers to click on. This is how you earn your commissions! Some companies do have a waiting period to be approved.



Most times you do NOT need to have a large following to be approved by a company. I started with zero followers!

**Pro Tip:** In addition to doing a Google search, you can also find products to promote on platforms such as ClickBank, DigiStore24, JVZoo, Rakuten Marketing, ShareASale, CJ Affiliate Network, and Amazon Associates Program.

## 4. Time to Create Content to drive traffic to your links!

Okay! This is the fun part. Now that you have found your niche and products/companies to promote, it's time to create engaging content to promote it! Your biggest goal is going to be to discover your audiences pain points and specific needs so you can fill them. Keep in mind the biggest thing you are selling is "information", not necessarily an actual product to start.

### *How to drive in new traffic?*

There are many ways to draw traffic to your links. You can create content in the form of blogs, videos, eBooks, social media reels/posts, emails, how-to guides, product comparisons/reviews, and more! Content can be posted on TikTok, Instagram, FaceBook, Pinterest, Youtube, or any other social media site. This is the free method that will only cost you your time. Some people run paid ads, which are also effective, but not necessary to get started. The amazing course I mentioned earlier will cover this more in detail.



Keep in mind, traffic does not mean followers! There are so many ways to drive in traffic without and large following on social media.



## 5. Create your own business (optional)

If you're anything like me and want this to be a full-time income, I highly recommend starting your own business. There are many benefits to having a business.

Some important steps to take when setting up a business:

1. Acquire a domain name
2. Create a sales funnel
3. Set up an email autoresponder system
4. Establish an LLC
5. Set up a business bank account

## *Still have questions?*

I totally get it. As someone who had zero experience with affiliate marketing, I felt totally overwhelmed with all the information out there. I also had a lot of trouble deciding where to start and what concrete steps to take. Luckily, I stumbled across this **webinar** that answered so many questions! Check it out!



# NOW IT'S YOUR TURN!

When I first found this opportunity and training I was eager, excited and admittedly a little skeptical. Probably much like you are right now. I was desperate to make a change and improvement in my life but also so nervous as this is not something I had ever tried before.

But to my surprise, the training was filled with so much information but also so easy to digest. This is something you can listen to while working, doing laundry or housework. The further I got into the training the more excited I was to keep pushing forward and get started!

I truly never imagined just how lifechanging this webinar could've been. This course alone took me step-by-step through what I needed to do. It gave me resources, guidance, and skills that I honestly cannot put a price tag on. My advice, if you truly are curious as to whether affiliate marketing is for you, is to click below and take the exact training that I took.

What are you waiting for?

[TAKE ME TO THE FREE  
WEBINAR](#)

