



Discover the best tools for your business

# PERSONAL AFFILIATE MARKETING GUIDE

HOW TO START YOUR AFFILIATE JOURNEY.

BY JULIUS, THE CREATOR OF  
[WWW.EARNINGONYOURTERMS.COM](http://WWW.EARNINGONYOURTERMS.COM)



## PERSONAL AFFILIATE MARKETING GUIDE

Chapter 1: Introduction	3
Chapter 2: 8 Things every Affiliate Marketer should possess	4
• Excellent Looking Website	4
• Quality Content Blog	5
• Affinity with Your Niche	6
• Affinity with Your Audience	7
• Excellent Keyword Searching Tool	7
• Sales Generating Marketing Strategy	8
• Efficient Tools to Analyze Your Results	9
• Personal Commitment	10
Chapter 3: Conclusion	11

### Chapter 1: Introduction

In this short e-book, I am going to provide you with some insights into **affiliate marketing**. What is in my opinion, the best online business opportunity, especially if you are on a low budget. The great thing about AM(Affiliate Marketing) is that you

can start with no experiences and get pretty quickly rolling( if you get the right program).

If you like the idea of earning money online, the Affiliate Marketing is one of the best options nowadays on how to start. The great thing that I love about AM is, **that you don't have to own or create any product** and that you don't have to have starting capital.

I wrote this guide mainly for the starters. I tried to cover topics, people would be asking if starting out. ( I know it from my own experiences). It is always better to have someone who walked the way before you, who can show you the do's and don'ts.

Affiliate Marketing is not long on the market. Maybe that's why this new field offers, together with a great number of opportunities for success, unfortunately, as well opportunities for all kinds of scams. Therefore it is crucial, you know who to trust.

If you will follow my website <https://earningonyourterms.com/>, you will find REVIEWS od products I do recommend, as well as those being SCAMS or those getting close to being scams.

I would be more than happy if my information would help you in deciding to get started with AM, or when you already did start, to help you get the overview on how to keep growing.

If you will need help with anything here, please write me at [admin@earningonyourterms.com](mailto:admin@earningonyourterms.com)

Your friend,

*Julius*

## Chapter 2:

### 8 Things Every Affiliate Marketer Should Have

- **Excellent Looking Website**

That's right. Your website is the meeting point and your business card in one package. You want to make sure that whoever visits your website, they will be amazed. It is so called the WOW effect.

There are various types of instruments they can help you to achieve that. Think of nice text type, pictures, or layout of your website. All-in-one called website design. The perfect thing about present times is, that you don't have to know to code like CSS or HTML or any similar stuff.

There are many platforms, where you can build your website within minutes. (Like Wealthy Affiliate for instance) Then the layout is completely on you. In fact, designing a website nowadays, is more like collecting puzzles together. It's fun, it is a huge time saver and if you are creative, you can achieve pretty amazing results.

#### ***How Can you build your first website?***

If you are not a member of some internet or marketing community, the best platform where you can start building your very first website is Wordpress. Easy to use, variety of themes, a lot of plugins, in total very good option in relation of price and performance.

If you sign up with Affiliate Network, many of them are going to offer you their options. Often they do work as well with WordPress. Some of

them are going to offer you extra features like keyword searching tools included, or discounts on domains.

- [Quality Content Blog](#)

If your website would have a captivating layout, you will be hearing compliments on your design, but if your content would lack any quality, all the work you have done is useless.

It would be like the beautiful girls from magazines like Glamour, Elle, and similar. Perfect looking, but without anything inside. Trust me, you don't want that. To be able to create quality content, you don't have to be a master in writing.

You don't even need to write a long essay type of article. Even your language doesn't have to be all that academic. Quality content has to possess **VALUE**.

Anyone interested in whatever you might write would want to get valuable information. You have to be to the point. No one likes to read abstract, theoretical crap when anything related to business.

The length of the text is less important like the quality. Note though, that you want to have your posts being at least around 1000 words long. What are you going to write about? This depends on your niche and audience.

### ***What are the tips to write quality content?***

There are several tips you might want to consider in order to write quality content:

- Be yourself- there is nothing worse like plagiarizing someone's work. A bit of inspiration tough is ok(at the start probably needed) But if you are going to try be just like someone else, your audience will recognize it is not authentic and you will loose them.
- Be to the point- I guess your intention is to help people and while doing this you might get easily too excited and therefore want to write everything, but really EVERYTHING you know about the topic. If the text is too long, people won't read it. Write rather two articles about the same topic with different publishing dates.
- Be honest- As an Affiliate Marketer, you will write reviews about other or/and about your product. Think of, that people will find out soon or later, if your advice was honest and helpful, or if you just tried to earn money from their unknowledge.

- **Affinity with Your Niche**

Amazing fact about Affiliate Marketing is that there is an unlimited variety of choices you can be involved in.

Whatever you are passionate about, and ideally you are an expert in,( or you are keen on becoming expert) can work.

The important thing though is that you show your affinity and your knowledge about the chosen niche. People want to be helped, they want to find a solution to their problems or issues.

In case you want to be that one, you have to know a lot about your niche. Otherwise, they are going to search somewhere else.

### ***What troubles may you come across?***

If you are starting out in affiliate marketing, you might feel overwhelmed by the all niche thing. The truth about the niches is, that you have to narrow it down as much as possible. What I mean by that I'll show you an example.

Bright choice is: Insurance

Narrowed down niche is: *home insurance for divorced parents, health insurance for war veterans, car insurance for food truck business owners*

Do you see what I mean? Narrow it down as much as possible.

- **Affinity with Your Audience**

Ultimately you want to have an affinity with your audience as well. If you are in your late 20's and you are an active sportsman or sportswoman, you will have probably more connections with the same category of people.

In the same time, less common things with retired engineers. In principle, it is not a big issue either. You can write for everyone and your audience can be totally different from your peer group.

Essential is in any case, that you are deeply connected with your audience. That you understand their **needs, hopes, desires**. As well as that you are aware of their fears, uncertainties. Ideally, you want to speak the same language they do.

Go back to your case. Why did you sign-up in first place? While your reasons might be different, you were as well attract of how

the person( in this case me) spoke to you, right? You felt connected at some level. True or not?

### ***Where can you find those people?***

In case you would struggle to define the emotions of your audience, you can find it online. Things like LinkedIn forums, Quora, Reddit, Facebook groups are ideal places to search for people's emotions.

What are they concerned about? What problems are most of them facing? Is there something you can offer them? Try to find gaps in the market and you can have your winning ticket.

- **Excellent Keyword Searching Tool**

As you will be getting more experiences in affiliate marketing you will understand the need of KEYWORDS. In practice, those are the words, which people typed in before they found your posts.

Obviously, as more people are going to visit your page, the higher the chance is, that you are going to have a higher profit, right?

One of the most decisive factors of your success is to have access to the reliable keyword searching tool. In fact, it can give you a huge advantage against your competitors.

You don't want to be naive and think that there is just you in your niche out there. While there are niches less competitive like others, in every niche you will have some competitors. Why not be ahead of them by using the most suitable keywords?

### ***What are the best keywords searching tools available?***

By choosing the best tool, you have to check what data they are going to provide. You have tools offering the entire search volume, without specification. This is very basic and is giving you a very low grasp.

As more deepened the search areas are, better for your business. Next to basic search volume, you might want to see the competition, and eventually the entire SEO rankings. This ranking is giving you a hint on how “searchable” your term is.

The necessary data is provided by my number one solution, **JAAXY**. You have all data needed for the best word you are searching for. Even if you search for a post title, or website name.

- **Sales Generating Marketing Strategy**

If your ultimate goal is to earn money with YOUR PASSION, that means if you are keen on turning your website to be profitable, you would need the right marketing strategy. Some successful business owners operating offline and online as well, are claiming that the ability to sell the product or service is even more important like the product itself.

Well, I don't know if that's true, but in any case, the marketing has definitely at least the same importance as the quality of the product. In other words, you can have the best product available, it can be super helpful to all kinds of people, but if you don't know how to sell it, you will not experience success.

It's maybe harsh, but it's true. Therefore you want to make sure you master your marketing strategies as well. It can be pretty challenging I admit, especially if you have no prior experiences, but everything can be learned.

## ***What are the most efficient Marketing Strategies?***

I wouldn't say there is just one. In terms of cost efficiency, the best one is SEO. That is naturally built traffic, whereas people will find your website through their search on Google, Bing, or Yahoo. Here you can go as well for social marketing, i.e. Facebook, Pinterest, YouTube, or Instagram.

Then you have the paid strategies. Here you want to attract people through paid ads, that can be done again via google, so-called GoogleAds, or via social media, i.e FacebookAds or PPC (Pay Per Click)

It all depends on your budget, but as well as on experiences. There are many people who think that if they have money to invest, they can start spending. The problem is that if you are inexperienced, you will most likely lose this money.

No worries, if that all sounds too complicated right now. When you are going to be more experienced, those terms will be clear to you.

At the beginning is important for you to know, there are various types of marketing and you'd like to start with free SEO.

- **Efficient Tools to Analyze Your Results**

Like by any other activity, it is crucial you are getting feedback, otherwise you can't measure your growth. If you are learning how to bike, you'd like to know "how you are doing", right?

Many professional athletes are watching their past games, again they want to know what went good and what they have to improve in order to be better and successful.

The same system is useful for your online business. There are practical tools that can support you, with precise results on how

effective your marketing strategies are. Another great function of those tools is tracking of the visitors.

That is crucial when you want to know who is visiting your website. Your initial intention could have been male sporters in their forties and by checking the results you might find out that most visitors are single mothers. That's not bad, unless you know it. Then you can adjust your website, content, and marketing.

### ***What is the best tool for analyzing the results?***

So far the best one is proven to be Google Analytics. For a long time it was the only player in this field. Lately, there are some new guys starting up, like Oribi for instance. The advantage of Google Analytics is that it is for free, while the other companies are paid. Con would be that it is not always working properly and you would need to make quite a lot of checks that everything is settled properly( but that could be easily the same by the paid services). If you are starting out, I would definitely recommend Google Analytics.

- **Personal Commitment**

Very important ingredient every successful businessman has to possess. Everything in this world you do(and you want to be successful) requires your commitment. If you want to have a perfect relationship, perfect health and great looking body, the same is for your wealth, aka your business.

There is no way you can achieve big things without your commitment. Now, by that, I don't mean particularly the number of hours you are going to put in your business, ( even though, at the beginning that number will be probably higher)but being

efficient and in general, being dedicated and passionate. You would want to spend the right amount of your free or working time into your business.

Be that 1,2 or 5 hours depends on your schedule. Important here tough, is being regular.

### ***What is the best way to stay committed?***

What helps me, is to know my “why”. As soon as my motivation and excitement drops down, I start to think about why I start initially. I will look on my dream board, imagine the things I want for the people around me, I start to think about the life I want to have, when my business is floating, that I don’t want to have any boss around me, who will tell me when, where and how long to work...

When your why is strong enough, then you will sacrifice movies, drinks, or any other gatherings outside of your business. This is the simplest rule I applied to my life and so far it’s working perfectly.

## **Chapter 3: Conclusion**

I tried to cover in my short guide, The Most Important Tools every successful Affiliate Marketer should possess. In case you are just starting up, many of the used terms would be new to you.

However, as you will progress and your business will grow, you will come across the things, mentioned in this guide. In general, as you will grow you will need to acquire other knowledge, but this guide is in anyway a good starting point for you to get well oriented in the whole Affiliate Marketing.

By signing in for Premium Membership here at Wealthy Affiliate, you made a huge step towards your onmine success. The platform is going to provide you the BEST training available where you going to be taught:

- How to build your amazing website within 30 seconds
- How you can write your blog posts SEO friendly
- How to find the BEST keywords
- How to scale your marketing strategies according the Google Analytics analysis
- How to get choose the right Niche

...and much more

I would be very happy if I could help you with the information provided in this guide. In case you did not check my journey yet, you can do it by [CLICK HERE](#)

If you like the idea of earning money online, the Affiliate Marketing is one of the best options nowadays on how to start. The great thing that I love about AM is, that you don't have to own or create any product and that you don't have to have starting capital.

In case you would like to hit the road with Wealthy Affiliate I will be more than happy to be your mentor through the journey.

Your friend

*Julius*