

[The Ultimate Money Making Guide](#)

Introduction

Hello and welcome to the beginning of a new life.

Working from home is a dream of many, but only a few are able to actually achieve that.

You will NOT learn how to make hundreds of thousands every day, but it's likely you'll be able to make well over \$100 a day!

We'll start discussing all the basics you need to know to start making money online.

Let's get down to business and understand what is the [Ultimate Money Making Guide](#)!

What is Affiliate Marketing?

There are a lot of people online that want to sell things, but it's sometimes hard for them to sell products.

The basic concept with affiliate marketing is that you sell their products and in exchange, you get a commission for it.

It's a win-win situation for everyone, as developers sell their products and publishers make money selling them.

However, affiliate marketing isn't something that's easy to do. You're selling products you don't know a lot about, so making money with them is something that may take a while to achieve. In fact, if you don't know what you're doing, you may never be able to sell products. This is where we come in. We will serve as guidance on how to sell the products, how to start making money, how to make sales and where to spend your money on.

Yes, you'll need to spend money, or you won't be able to get anywhere, as there is a lot to learn and the best tools aren't free for everyone to get.

Now that we've cleared that up, get ready for a money making experience.

What type of Affiliate Marketing programs are there?

We can divide affiliate marketing programs into 3 types:

1 – **Pay-Per-Sale programs** – They pay a fixed dollar amount or a percentage of the sales you generate.

2 – **Pay-Per-Lead programs** – They pay you a certain amount when a customer performs an action such as filling a free trial, a survey, etc.

3 – **Pay-Per-Click programs** – Similar to pay-per-lead, but you only need to drive visitors to the webpage.

When you join an Affiliate Network, you receive a special link with your information, so that when a user goes to that page and buys the product, the referrer is saved and you get credit for it.

Next, we'll go through some of the reasons Affiliate Marketing is so useful when making money online.

Top 7 Reasons why Affiliate Marketing is so great

Affiliate Marketing is the most used way of making money online.

You may, however, be wondering why. Here are a few reasons why it's so good.

1 – No production costs – You're not the one making the product, so it's easy for you!

2 – Cheap to start – You won't need to spend hundreds to start making money.

3 – No fees – No need for a license of anything, just drive the costumers to the webpages.

4 – No order processing – You don't need to send the products, you just need to receive the money!

5 – Make money while you sleep – The system will work 24/7 even when you're not online.

6 – Minimal risk – With almost no money invested, you don't need to worry about a product not doing well. Simply change it for another one!

7 – You'll make a lot of money – The possibilities are limitless and will only depend on how much money you want to make.

Setting up an Affiliate Account

So, first of all, you'll need to set up your affiliate account on an affiliate network.

An affiliate network will be the “middleman” between you and the product developer. They'll have the products to be promoted and they'll be the ones that will indirectly be paying you.

The programs will usually ask for some information about you, such as your name, address, etc. and of course, where to send the payment (most offer options to be paid by check or through Paypal).

I personally recommend you start with [ClickBank](#).

It has a great selection of products and pays fast!

Niche Markets

When you're promoting a product, you're promoting for a certain target audience.

All you'll do will then be directed to that specific market.

The question sometimes is: How do I find the ideal niche market to me?

There are 2 things you need to think about:

1 – How big is that niche market?

2 – How much do you like it?

The first question is important as there are certain niche markets that provide almost no sales, as they are really small, whereas other niche markets will be much bigger and will drive more sales.

About the second question, it will determine how much you'll work on that area and how much money you'll make, as if you don't like the topic, you won't promote it with the same passion you would if you were talking about something you really like.

Finding the niche market is the first step you need to take. But how to actually find that niche market?

Choosing a Niche Market part 1: Keyword Search

Ok, so you know you need to choose a niche market, but the question is: how?

This divides itself into several steps, so let's take them one at a time.

Keyword research serves of two purposes:

The first is to develop a list of keywords and phrases relevant to your topic. They'll be meta-tags, which are used by search engines.

Another good thing about it is that it allows you to see how many time a certain keyword has been searched, so you'll know right away if that keyword is profitable or not.

The question now is: how do I search for them?

There are several tools online that allow you to do this, one of those being WordTracker. If you search for the keywords (you can search for keywords related to your preferred topics) you'll find out how big that market is.

Another valuable tool I recommend is the Alexa Toolbar, which will give you important info on the website such as the owner, stats and reviews. It will give you interesting stats in terms of website visits, which is pretty useful.

Let's say that you'll need to promote your website through Pay Per Click networks (more on this later down the road). Are you willing to pay something like \$10 for a single click? I didn't think so. It's important to check on those networks (Adwords, for example), how much people are paying to have their link online.

Now that we've cleared how the keywords work, let's move on to the Market Research.

Choosing a Niche Market part 2: Market Research

So, now you know how to choose the keywords, but it's also necessary to research the market. What are the current trends? Is there enough demand?

Knowing the trends is important as it will define what products you may sell. You'll want to sell what's hot.

About the demand, it's also important to know what your competition is. With all the people trying to make money online, it's very unlikely that no-one is selling what you're also selling, so what's most important is to do better than them.

Look for your keywords on Google. Yoah, right? That seems a lot of competition (it doesn't really matter the keywords you've chosen, really, the market will seem flooded). You now need to be smarter than the competition to move up the ranks, in a process that will most likely be slow, but needed.

Remember: If those websites exist, it's because they are profitable enough to be maintained online.

There's a market for many products, and you should try to choose to promote a product/products in which there is a healthy amount of competition.

Now you should have a Niche Market decided, so let's move on to finding products & services to promote.

Finding the Product to Promote

We have already talked about Affiliate Networks, and post is all about them.

An affiliate network will be the middle man between you and the vendor. Joining an affiliate network is easy, as it's free and products are placed according to categories.

While some networks will require you to have a website and will need you to fill in a request to promote products, most networks provide instant access to the service.

There are several lists of CPA (Cost per Action), CPC (Cost per Click) and CPS (Cost per Signup) you can find online, but we'll focus on only a couple:

ClickBank – This is likely the easiest one to use. Simple signup application, very easy to create your affiliate links (called hoplinks in ClickBank). They provide an extensive list of Products, mainly downloadable ones (And most offers are Sale only, which means you'll have to make a sale to receive the commission)

ClickxChange – This is another good Affiliate Network, in which you'll need to submit an application for your website. It has a lot of options and is a bit more varied than ClickBank.

Commission Junction – Another top Affiliate Network, with a lot of products to promote. It's easy and fast to work with.

And that sets up most of what you'll need. Of course you can still look online for more Affiliate Networks, but these are the best.

CBEngine

This is a bit of a different post, as this time I'll be a link to another website which contains valuable information to help you with ClickBank.

[CBEngine](#) stands for ClickBank Engine. Now, this is a (partially) paid service, which means that anyone will be able to use it, but you'll have to pay to get full access (believe me, it pays off). If you're unsure about it, use the free trial they provide, and decide later.

Now this website has several sweet tools for the ones who plan on using ClickBank as their main tool for Affiliate Marketing.

Unlike the ClickBank website, where all the products are mixed up and it's hard to find the best solutions, on the CBEngine you can get access to new products that have recently been added to ClickBank. You can also easily find products that are out of circulation, get help from the website guru's on what to sell (Pro only) and, of course, browse through products. While on the free use of the website you get access to the programs, with the pro use you can check the product evolution as time progresses and how many sales/how profitable a product can be and the refund rate (another huge thing, as if you're making several sales but they are refunded, the commission will be gone).

While it will also depend on your own marketing skills, knowing these informations has proven very useful to me on making money online and for just roughly \$40 for a year access, it's not much, as you'll likely be making that in a day very soon.

Of course it's your choice, but I'd recommend you signed up for the free trial to at least check the goodies for a couple of weeks.

The important part of using the CBEngine is how much information it has. It really provides a great tool for everyone who really intends on making money online.

Visit CBEngine [HERE](#)

Top 5 Guidelines on Choosing a Product

Choosing a product becomes absolutely part of the success you'll have: good products sell better. So, how do you choose a product?

Here is the top 5 guidelines of choosing a product:

1 – Is the product/service relevant to the website in question?

This is only valid if you're making a website (which helps, but it not needed to make money online). If you have a niche market and a niche website, stick with it. It doesn't work to just put up some random products there that have absolutely no connection with your website. It will not work, so don't even bother trying.

2 – Is the product's website attractive and functional?

Remember you're only driving users to the website. Would you buy a product if you were sent to that specific website? Better yet, would you buy that product you're promoting? (I'm not saying you should buy it, but if you had a problem related to the product, would that be the product you would choose?). This is important as the ones buying the product are persons like you.

3 – Does the program offer great products at reasonable prices?

This comes as a follow up to the previous question. When you're looking at the website you need to think: "Hey, this is a really good product! And it's cheap! I WANT to buy it!". The products that are sold the easiest are those, believe me.

4 – Have you bought the product/service you're promoting?

This is not mandatory, but it does help. If you bought the product, the information you'll have about it will be way more. Besides that, if you really like the niche market you're promoting, it won't be much of a loss, as you'll likely make more than 2 sales (obviously), which at a 50% commission would be enough to cover the cost.

5 – Does the company have great customer service?

Some overlook this matter, but it's important. If the customer service is fast and helpful, if the customers ask the service something and get a positive answer, it'll be much more likely that you'll make a sale. Test the customer service yourself if you have.

Of course you can also use a service like CBEEngine (check the previous post) to help you with this, but choosing a product is really one of the most important parts into making money through Affiliate Marketing.

Now that you've chosen the product, get ready to promote it and start making some big bucks.

Programs to Avoid

So, we have reviewed the programs you should try to get. However, there are a lot of bad programs out there that you don't want to be connected with. And the main reason you should avoid them is that they will drive costumers away. If it's a bad program, and you drive people into a specific product that isn't good, then people will start to lose faith on your judgment.

Let's go over the types of programs you should avoid:

Spammers

Some companies will sell your e-mail address after you do a trial or buy a product. You'll start getting a ton of spam e-mails due to that, which is something I don't think you would like.

Sometimes it even happens with people who are advertising their own programs! Drop them, it's their loss, and you won't help them make any sales.

Affiliate Managers that don't inform you of changes

It sometimes happens that we in the Affiliate business receive e-mail about new products, but sometimes, they don't warn us of changes on the website. Now, this is something that bothers me, as I'm driving a specific traffic to the website, and slight modifications on the website change the rate of success. So you'll be wasting your time with it! Avoid those, as they are also likely to have a bad costumers service.

Costumer Complaints

Got a complaint from a costumers? Then immediately investigate it, to see if it's really true or not. If your costumers aren't happy, you won't make as many sales!

Slow Payments

There are some affiliate programs that are really slow paying off, and you should by all means avoid those. Why? Because you want to get paid fast, right? While this may not matter as much on some programs, it's important on others.

Remember, you can always use and stop using several programs, so it's not a great loss if don't use programs right away: you should, in fact, do it, to see if those programs are really profitable.