

# Affiliate Marketing: Just the FAQS



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If you have questions that are not answered in this ebook, please don’t hesitate to contact me at [laura@skipthescams.com](mailto:laura@skipthescams.com). (By the way, the links in this ebook, including my e-mail, are clickable. Your browser may ask you to Allow or Block; it’s safe to Allow.)

# The dream

“I wish I could learn a legitimate way to make money online.”

Does that sound familiar? You’re not alone. Thousands of people have wished the same thing.

Most likely, you downloaded this ebook because you want (or need) to start making money at home. Maybe you’ve always had the dream of working for yourself but don’t know if it’s realistic or even possible.

You know there are lots of scams out there but might have also heard that affiliate marketing is a legitimate way of earning an income online from the comfort of your own home.

Well it is, and the purpose of this ebook is to acquaint you with what’s involved in affiliate marketing so you can determine whether it’s right for you.

If you discover that it is, the information at the end of this ebook will show you how to get started so that this dream can be a **reality** for you.

Okay, let’s get to the questions!



## **Is this about stuffing envelopes/taking surveys/recruiting people/placing classified ads/spamming?**

Absolutely, positively not! Those activities are common in work-at-home scams, and they have nothing to do with legitimate Internet/affiliate marketing.

You may have also seen the “make money by posting links on Google” ads. Usually they are made to look like newspaper sites and will feature someone from your town or one nearby, gushing about how big the checks are that Google sends them every week.

This is a huge scam. The phrase “posting links on Google” isn’t even terminology used in Internet marketing. They will charge your credit card every month and you won’t be able to contact them to make it stop. It is not endorsed or recognized by Google; they don’t pay people to post links. Please, just run.

## **What exactly is affiliate marketing?**

As an affiliate marketer, you will be creating and managing web sites. On those sites, you’ll promote products from various online merchants. Some of these might include amazon.

com, ebay.com, target.com, and thousands and thousands of others.

When visitors to your site click on one of those products, it will bring them to the merchant's site. When they buy, you'll receive a commission on the sale.

It's like being a salesman at a retail store working on commission. The harder you work and the better you are at helping people fill their needs, the more money you make.

But you don't have to wear a suit, drive to a physical location, or listen to the terrible music the boss plays over the airwaves.

Affiliate marketing is fun because there are so many different things you can build sites about. Any subject you enjoy and have some knowledge about is a potential affiliate site.

**You** choose what to do every day. There's nothing like that feeling.

## **If affiliate marketing is so great, why isn't everyone doing it?**

There are a lot of reasons. Following are three of the most common.

- 1 They think all Internet marketing is a scam because they have been scammed or they simply don't know the options.**
- 2 They experience information overload and are unable to choose or focus on one effective avenue of marketing.**
- 3 They have unrealistic expectations, and when these are not met quickly, they give up.**

You may see yourself in one or more of these groups. But don't despair; there are solutions for all of these situations.

We're going to address them one at a time.

### **Reason #1: Scams and misconceptions**

There really are legitimate ways to make money from home, one of the most profitable being affiliate marketing, and if you know how to use e-mail and surf the web, you can learn to do it.

But because scammers have made such a mockery of the make-money-online field, it is often viewed in a dim light. In fact, sometimes I don't even like to tell people what I do

because there's often an awkward pause before they stammer, "Oh, that's...nice" followed quickly by "So how about this crazy weather?" I can almost see what they're thinking: "I thought she was too smart to get tangled up in those get-rich-quick scams—I guess she got desperate."

It's my aim to educate my family, friends, and acquaintances about my work, but it's a slow process. Those who have come over to "the dark side" actually become enthusiastic about what I do. They want to start doing it themselves.

Once you are able to sort the good from the bad, it becomes clear that in spite of its damaged reputation, affiliate marketing is actually a completely respectable, totally above-board way to earn a living online.

## **Reason #2: Information overload**

There are so many different things you can do online and so many ways to do them, it's not surprising that a person investigating the field only gets more and more confused the more research they do. And no matter what they read, there will be a conflicting point of view from someone else who says **their** way is best. Whom do you believe?

There are basically two ways to figure that out. One is to spend several months—maybe years—simply reading every-

thing you can get your hands on, knowing that eventually the cream will rise to the top.

You'll learn who is respected for their methods and ethics and who is just in it for a quick buck and doesn't care who they cheat or mislead along the way.

But that takes a lot of time. It took me a full year to get a handle on who I should listen to for sound advice.

The other option is to get some training, either by finding a mentor you know personally or is recommended by someone reliable, or pay for a course from someone you have come to trust. This is a lot less time-consuming, and you don't have that worry in the back of your mind that you're on a wild-goose chase.

Which way is better? Well, they both have their pros and cons. If you have the time to research on your own, go for it! Free can be good, and you will certainly learn a lot.

The down side, in addition to the time factor, is the fact that along with the good, you'll pick up some ineffective or wrong methods which you will have to unlearn as you get more experience. But some people like to go it alone and that's their prerogative.



What I and many others recommend, though, is to get some sort of affiliate marketing training, whether by purchasing a course or signing up for a membership site where they help you step by step through the process. This requires a small investment, but when you consider that time is money, going this route will doubtless pay off much earlier. (See the last page of this report for info on the best way to get started.)

Either way, the third reason mentioned previously comes into play right at the beginning.

### **Reason #3: Unrealistic expectations**

Again, scammers have had a great influence in this area. They exploit people's desire or need to make money **RIGHT NOW** by making them believe that thousands of dollars will magically appear in their bank account after they punch a few keys and then go have a margarita.

Well, it doesn't happen that way. Can you earn money while drinking margaritas by the pool? Sure, **if** you've put in the hard work first.

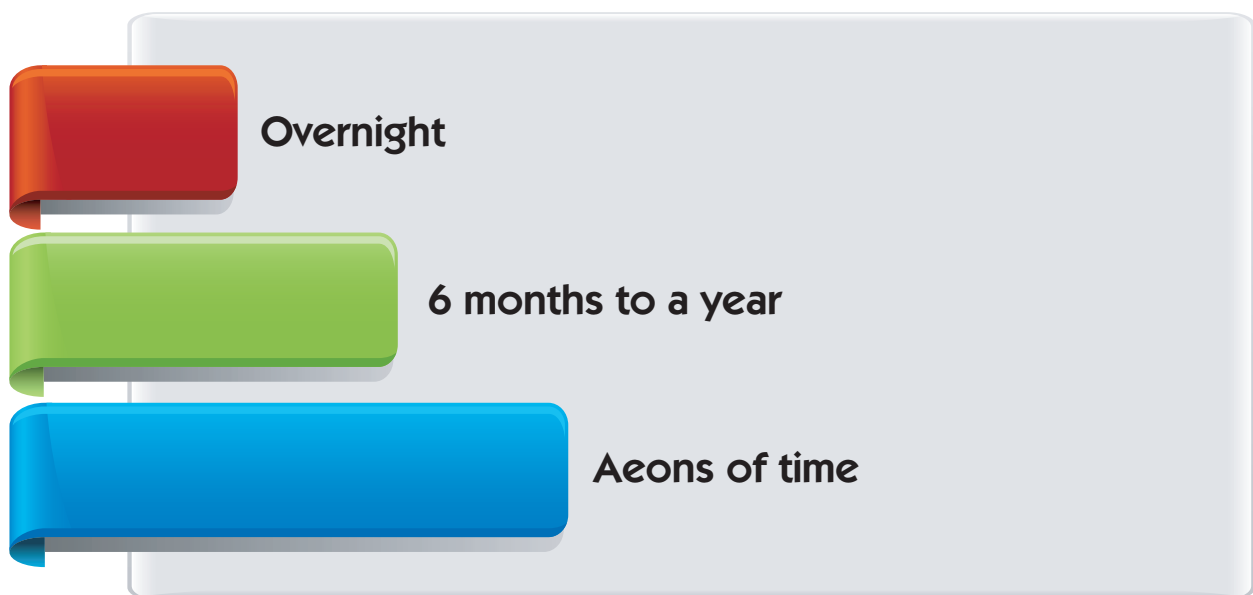
Affiliate marketing is not a get-rich-quick situation. Those who get into thinking it is will be sorely disappointed. And in my experience, that's exactly 86.3% of them. Okay, that's a totally made-up number, but I do think it's a strong majority.

People want to believe there's a quick fix for everything, and scammers prey on that desperate hope. Even those who may not be outright scammers do this simply by making unrealistic promises. In a few minutes, we'll talk about what's realistic and what's just pie-in-the-sky wishful thinking.

## **How long will it take to make money?**

On the scale that measures how long it takes to really make a go of it, affiliate marketing falls in the middle.

### **How long does it take?**



If you work at it consistently, you'll make money long before

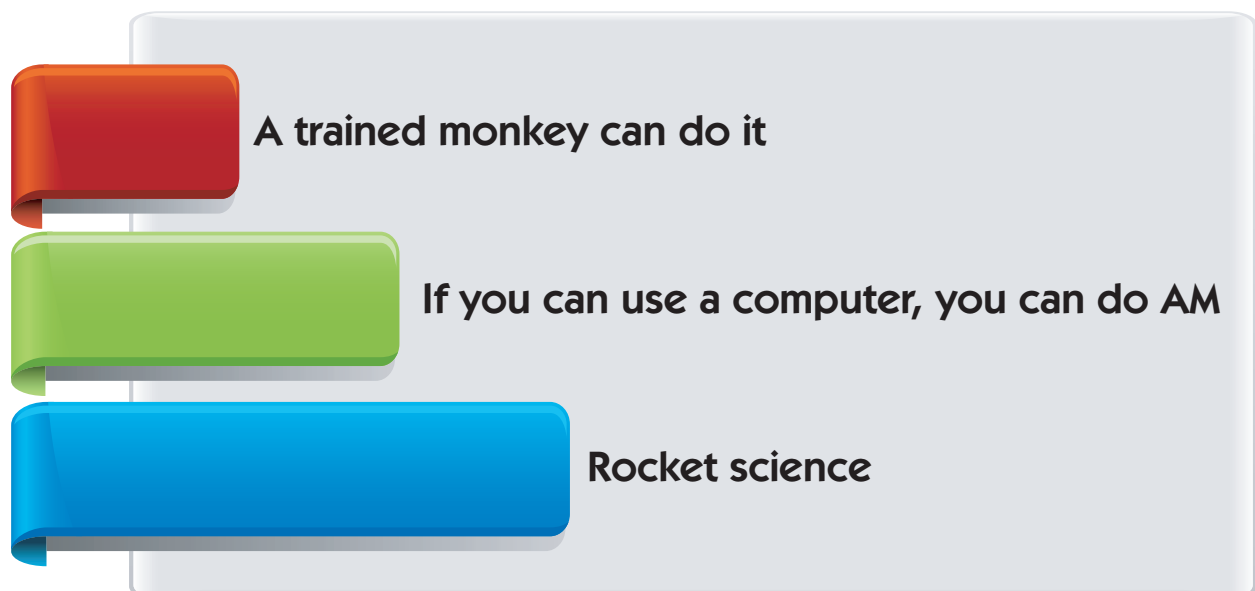
6 months, but it likely won't be enough to allow you to quit your day job. That's not to say you will necessarily be able to quit your job at the one-year point, either; this is just a very loose estimate of the time it would take most people to make at least a somewhat significant income from this pursuit.

Everyone's circumstances are different, and so is everyone's idea of what constitutes "good money," so there are no hard-and-fast rules here. There are way too many variables to give a one-size-fits-all answer.

## Is it hard to learn?

The concept isn't at all difficult to understand, but it does take hard work in order to succeed.

### How difficult is it to learn?



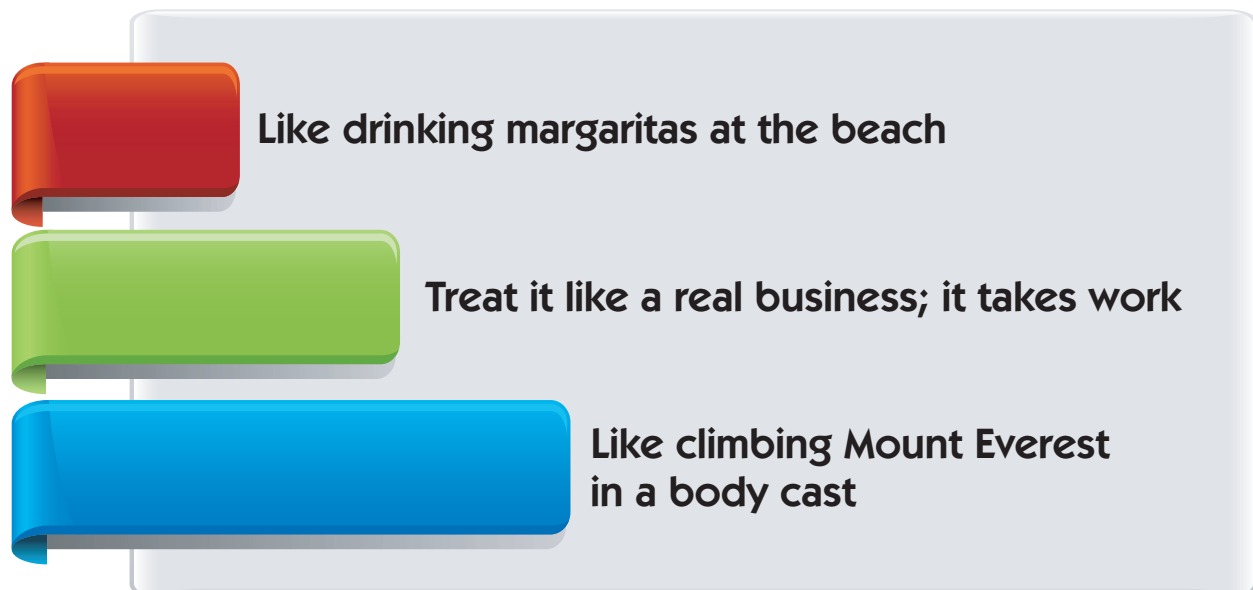
On the other hand, it's not too difficult for the average person to master. Site creation may sound like it's beyond your abilities, but believe me, it's not nearly as hard as it looks.

The technical steps of setting up a site can actually be done in just a few minutes by anyone who can follow simple instructions. So don't worry that you have to be technologically inclined and have a MENSA membership to learn it.

## **How much effort does it take?**

Here too it falls somewhere in the middle. It takes work just like any business.

### **How much effort is required?**

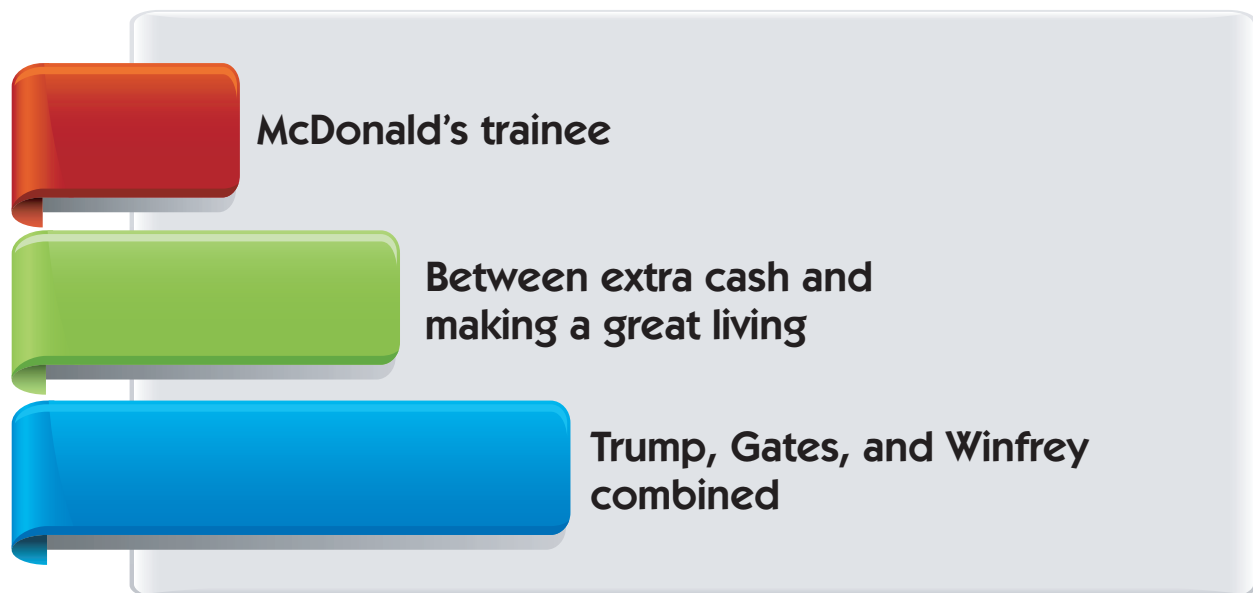


However, it's not like you have to give up eating, sleeping, and seeing your family to do it, especially once you get your online business established.

## **What's the income potential here?**

I suppose it's conceivable that you could eventually make more than the golden triad of The Donald, Bill, and Oprah, but for most affiliate marketers, that's too high to reasonably shoot for. But you can make excellent money, even get rich at some point, if you take it seriously and put in the time.

### **How much can I make?**





## **I want a more specific answer. Really, how much can I make?**

Sorry, there's no way I can tell you specifically how much income you will generate. It's not like a job where you're told the pay is \$15 an hour and you know that if you work 40 hours, you'll bring home \$600 less taxes. There's no way going in that you can know exactly how happy you and your bank account will be.

Some of the variables involved are how hard you work, what products you choose to promote, the techniques you use, how long you stick with it, the average temperature in Phoenix on August 17 in an odd-numbered year, the...what? Oh, Sorry about that, wrong list. But you get the idea.

That said, however, be assured that if you treat this as a real business, work hard, and persevere, you will do quite well. Maybe you would simply like to make an extra \$50 a day—that'd be pretty cool, don't you think? And it's very, very doable. It would certainly pay a lot of bills and probably buy a few extras too.

But maybe your goal is \$1,000 a week. That will take more work than \$50 or \$100 a day, but it's still very realistic, if, IF,

and I will say it again, **IF**, you **treat it like a real business, work hard, and persevere!** There are some affiliate marketers who make \$2,000 or \$5,000 a week, and even more.

Beyond that? Well, you've probably seen claims from Internet marketers bragging about their obscenely monstrous income. Maybe they're telling the truth, maybe not. Me? I'm not going to tell you I've made millions. I'm still working on that. But giving Donald Trump a run for his money is not my goal. Would it be nice? (The money, I mean, not the hair. Definitely not the hair.) Sure, but I don't need to be rich.

I just want to pay my bills in an uncertain economy, build my savings, and have some left over for fun. If you take creating your online home business seriously, you will be able to do that and much more.

I guess what I'm trying to say is that the sky is the limit when it comes to what you can earn with AM. If you truly want to give your family a more comfortable life and have the financial freedom to get more enjoyment out of life, you will work hard at this, and you will succeed.

## **What are my chances of success?**

Let's be real here: The majority who begin affiliate marketing will never reach the income levels we're talking about.

Why? Because affiliate marketing doesn't work? No. It's because **they** don't work. They don't have realistic goals and/or they don't persevere long enough.

But you are different; I can tell because you are still reading this. If you can hang on through my incessant babble, persevering in AM should be a cake walk. (Shoot, I shouldn't have said cake. Now I want some.)

If you are truly convinced, as I am, that AM is worth the time and effort, you won't give up easily, and you will reap the rewards. But if you think that affiliate marketing is the secret, magical, "easy" button, then you're not likely to do what it takes to succeed, and your results will never meet your expectations.

Or maybe you'll give it a good solid month of effort because you know you can make money this way but then quit in frustration because you've only made a couple bucks. That would be a real shame, because one month is nothing.

This is a common result for lots and lots of newbies. They don't **work hard enough** or **persevere long enough** to attain their goals.

I can't tell you how many times I've read comments from successful affiliate marketers saying that it took a lot of work

and sometimes they felt like giving up, but they're so glad they didn't because now they're living the life they always wanted. For some it took a few months, and for some it took a few years, but they got there because they didn't quit.

Think of it in comparison to more conventional careers. If you do want to be a nurse, doctor, teacher, lawyer, accountant, hair stylist, carpenter, chef, filmmaker, mechanic, or a thousand other things, don't you expect to have to put in at least a couple of years getting some sort of training—many years for some of them?

Suddenly, a few months to a year or two doesn't seem so bad, does it? Especially since this is the kind of thing that can be done “on the side” while you continue in your current job.

Obviously, you'll make progress more quickly if you're able to devote full-time hours to it, but since you can work on it at 2:00 a.m. if you want, it allows you flexibility that most other types of jobs and training can't match.

## **How many hours a day does it take?**

You're going to get sick of hearing this answer, but it varies. I think the key is not so much how many hours per day you work, but how consistently, or regularly, you do it. Even if

you only have one hour a day, but you do it every day, you're going to make progress. If you work on it for 12 hours one day and then don't touch it again for weeks, it's going to be tough.

If you can devote part-time hours to it, say, 4 hours a day, that's pretty good. If you make those hours productive and don't fritter away the time reading e-mail or goofing around on Facebook, you can accomplish a lot. (Yes, I say this from experience.)

When I started, I only had one or two hours a day available. Still, I made \$30 in the second month. Thirty bucks isn't much, but for something in which relatively little time was invested, it showed big promise. Once I began earning more at affiliate marketing than at my "real" job, I cut my hours way down so I could spend more time on my online business, and then, coincidentally, the company went out of business, so from then on I did AM full-time.

Imagine if you were able to put in 4 or 6 or 8 hours a day. Within a few weeks or months, you could be making enough to pay the phone bill, the car payment, your mortgage, or even several bills combined! And it will go up from there if you keep at it.



## **I don't have much money to invest. What will it cost to get started?**

That's one of the main things I love about affiliate marketing. It takes very little to get started. In fact, there are some affiliate marketing methods where it's possible to do it without spending anything, although I feel those methods are too risky because you don't own your own content. Even the type I teach, though, is very inexpensive, and I highly recommend spending just a little so that you actually own the web "real estate" you develop.

One thing you'll need is a web site hosting plan, and these generally run anywhere from \$5 to \$10 a month. Almost laughable how cheap, isn't it? Just think about the cost per month of renting a storefront for a brick-and-mortar business. Enough said.

The other thing you'll need is a domain name, and—get ready to laugh again—they run from about \$7 to \$10 **per year**.

Then there's the training, which you'll need if you decide you'd rather spend the next year earning rather than researching. I've written this ebook as a companion to my complete affiliate marketing course for beginners. It teaches,

step by step, everything you need to know to make money in affiliate marketing and costs less than \$100.

(See the end of this ebook for more information on the Affiliate Marketing Schoolbook.)

## **There have to be more expenses than that—what’s the catch?**

There **can** be more expenses, but only if you want there to be. What I mean by that is there are certainly programs or software you could buy to automate some of the tasks involved, or you might decide to outsource certain parts of the process to someone else. Or later you may want to branch out into additional money-making techniques or methods and you could invest in more training.

But none of these things is necessary for a while, if ever. That \$100 is going to give you every single thing you need to succeed in affiliate marketing; this is not a trial offer or a “limited” version where you’re going to have to pay more to get the whole shebang. This **is** the whole shebang.

## **But isn't it true you shouldn't pay anyone in order to work at home?**

I include this question because some people do misunderstand the idea here. I am not offering anyone a job as an employee of mine. The investment I speak of is an investment in your own business. You would be your own boss, not me.

So if you were to buy training, you wouldn't be paying an employer; you'd be building your own business. The money you invest is benefiting **you**.

When you finish the course, you'll have a web site that you own yourself 100%. It will be an asset and have a sale value just like a physical real-world product.

Besides, you're certainly not **required** to buy my training program. I'm simply making it available because I strongly believe it's the best way for a newbie to get started.

## **Is affiliate marketing right for me?**

Now you need to figure out whether this is the right field for you, and it's smart to consider this before getting all mavericky and just diving in.

If you enjoy learning new things and love the idea of creating

a web site, great! If, on the other hand, your skills lie in the totally opposite direction, you are sweating bullets at just the thought having to learn about “technical stuff,” or you dread spending hours at the computer, it might be tough to make a go of it.

Here are the four main activities you would be doing as an affiliate marketer:

- 1 Designing and setting up sites**
- 2 Writing content**
- 3 Promoting your sites**
- 4 Analyzing keywords and other data**

If any one of those things sends up a red flag for you, don't stop reading just yet! We'll talk about these things in more detail as well as consider ways you could outsource things you feel you do not do well.

### **Activity #1: Designing and setting up sites**

This scares some people. Even some who have been using the Internet for years and years feel like they could never learn how to make a web site. After all, it looks so complicated!

Surely it must be really, really hard, and they're too old/slow/dumb/technologically impaired to learn it.

My mom is like this. She insists she could never even learn how to turn a computer on. I ask her, Mom, do you know how to turn the TV on? She says yes. I say, Then you know how to turn a computer on. Press the "ON" button!!!! That's it!!!!

I'd like to end this anecdote by telling you that Mom is now happily raking in big bucks as an affiliate marketer, but it would be a lie. She has chosen to remain blissfully ignorant as to computers. (If I'm being honest, there are moments when I envy her!)

I'm going to tell you a secret, and it's going to be really shocking. You might never look at a web site the same way again. Prepare yourself. I mean it; get ready to be blown away...

**Making web sites is so easy, a caveman can do it.** (No offense, cavemen; I wouldn't make fun of you like those mean insurance people do.)

You don't believe me, do you? Don't get me wrong: There are approximately 86,417 facets of web development that you will never learn—they're hard, they involve scary-looking columns of code, and only uber-geeks living in their parents'



basement rocking their Battlestar Galactica T-shirts can understand them.

But that's okay. All you have to be able to do to create a web site is follow a few simple instructions, mostly consisting of clicking on buttons helpfully labeled for your convenience. The days when you had to learn to use complicated software in order to build a site are long gone; it's so easy now that it's like magic.

(Psst...I'd keep that info on the down low, though, if I were you; that way you can amaze your friends and family with your supercool cyber skills. And here they thought you'd never amount to much!)

I'm not saying that there aren't a few aspects of the process that you might struggle with; it's not **all** child's play. But if you are capable of following instructions and have half as many brains as your average Hollywood starlet, you're good to go.

But, but...didn't I say something about designing, too? Yes, I did. Again, though, what you might not realize is that 99% of affiliate marketers don't actually design.

When I say "design a site," I basically mean, "browse through

a bunch of templates and pick one you like.” So if you don’t think you have an artistic bone in your body, don’t panic. Other designers have done the work for you. So let’s move on to point #2.

### **Activity #2: Writing content for your site**

Uh-oh. Writing. That immediately brings to mind old Mrs. Ranklebottom, that purse-lipped and slightly menacing English teacher in 7th grade, the one who forced you to put all those jumbled words in your head in some sort of coherent order on ruled paper every week and seemed to delight in making huge red checkmarks right over your description of how you and Sally Snotnose scared your little brother so bad he had an “accident.” (Mrs. Ranklebottom would no doubt take issue with the very, very long sentence you just read.)

Well, fear not, friend-of-Sally-Snotnose, it’s not so bad. For one thing, no one will be grading your work. Don’t get me wrong, it’s important to take care that what you write for your site be reasonably professional, but you don’t have to be a professional writer to achieve that.

You can recruit family or friends who are good at that English stuff to help you, learn how to improve your writing by reading blogs or other sites about writing, or, worse come

to worst, outsource the writing altogether, which is actually quite common.

There are great advantages to writing content yourself: It's free, you have complete control over how and when it's done, and it will have your stamp on it—your voice and personality. But it's no sin to hire someone to do it for you if you just aren't comfortable with it.

So if the other aspects of affiliate marketing sound good but the writing turns you off, don't assume it's curtains for this dream. Lots of successful affiliate marketers outsource content creation.

### **Activity #3: Promoting your sites**

This part can be tedious at times but it can also be a lot of fun. When you create an affiliate marketing web site, it's not enough to just build the site and wait for visitors. Just because a site is on the "World Wide Web" doesn't mean anyone will know it's there unless you put the word out.

Site promotion can take many forms, but some of the most common methods include creating links to your sites on other sites (called backlinks), writing and distributing articles, and networking with other people, both other webmasters and potential visitors to your site.

Much of the backlinking process is a matter of searching for related sites to get links from, submitting to directories, and contacting other webmasters. So it's not the most exciting part of AM, although some enjoy that kind of research. If that's you, you're golden!

You might think working at home on the computer can be lonely, and I suppose it can, but as you form working relationships with other marketers and with your customers, it can be fun and help to make up for any in-person interaction you might miss having with co-workers. (Although you probably won't miss being overpowered by the gallons of perfume wafting over from the next cubicle.)

#### **Activity #4: Analyzing and choosing keywords as well as tracking data**

Keyword research is essential if you want to build a successful web site. In simple terms, this just means gathering a list of words and phrases relating to your subject that will serve as a jumping off point for your content.

Of course, as you build your online "empire," you're going to want to keep track of what works, what doesn't, what pays, what doesn't, so you can duplicate the good stuff and stop wasting time on the not-so-good stuff.

All this means is that you will go to your favorite data-tracking web sites, look at the colorful pie charts and graphs, and figure out what needs to be changed or what needs to be done on a grander scale.

These analytics sites are not hard to understand; everything is broken down for you and displayed clearly. Besides, there are just a few crucial pieces of data you'll want to know; it's not like you'll be buried under an 8-foot stack of paper with lots of tiny 35-digit numbers on it. (At least not until tax time.)

As you can see, these things are not as scary as they may first appear. And if by chance you thought, Hey! That's right up my alley! then you're really ahead of the game, and you'll love affiliate marketing. If it sounds pretty good but it stopped just short of your alley, don't worry, you can learn how to do it!



## So, long story short (too late)...

I love affiliate marketing. I love having my own home office at **my** preferred temperature, with **my** music playing in the background, and a cold glass of Diet Dr. Pepper at my side.

I love working when I want to (and the fact that I almost always want to). I love being my own boss (although some days she thinks I'm kind of lazy).

I'd love for you to experience the enjoyment I have every day as I work on my business. That's why I teach beginners, so they can get the same feeling.

Please feel free to contact me at [laura@skipthescams.com](mailto:laura@skipthescams.com) if you have any questions about this ebook or affiliate marketing in general.

There's more information on the following page about how to get started in affiliate marketing. Have fun!

# What's the fastest, easiest, cheapest way to get started?



Hi, I'm Laura Burke, creator of the **Affiliate Marketing Schoolbook Beginner Course**. It guides you through the process of building your own cash-generating web site, start to finish, with personal assistance every step of the way if needed. Once you get your first site online and earning, you can repeat the process as many times as you want to grow your income to the desired level.

**[Click to see the table of contents](#)**

**[Click to download two sample lessons](#)**

The good news is that it only costs a **one-time payment of \$97**. But the really good news is that I offer **one year of free web site hosting** with your purchase, so you'll get your profitable online business rolling for around \$100. Business start-up costs this low are exceptionally rare.

Click on this link for the details:

**[affiliatemarketingschoolbook.com](http://affiliatemarketingschoolbook.com)**

I also invite you to visit and subscribe to my blog, where you'll find more affiliate marketing information for beginners:

**[skipthescams.com](http://skipthescams.com)**

