

WebFire Presents: Wednesday Marketing Webinars

Different Techniques and Tricks to Make Money as an Affiliate



Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a Live Training and/or Q&A Call for Our Members



If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.



Want to win \$100 today?

WebFire Facebook Group at
www.getwebfire.com/fbgroup



Question (just for feedback)...

What's the biggest thing holding you back from growing your business now?



Now let's move onto our training for this week on affiliate marketing...



Most of you probably already know what affiliate marketing is, but just in case...



Affiliate marketing is where you get paid when you refer someone to an affiliate link and they end up buying something after clicking your link to another store / site.



You can find hundreds of thousands of products that you can be an affiliate for by searching through sites like Clickbank.com (digital products), CJ.com, Linkshare.com, Amazon.com (last few mostly physical), etc..



Or simply by going to Google, typing in a product or niche that you're interested in, followed by the word "affiliate" to get lots of private places to sign-up as an affiliate for them!



So now that we have that squared away,
we can move onto a few different methods
you can do as an affiliate...



Overview for Today

- Tips and Methods for Affiliate Marketing
- Q&A
- Cash Giveaway!



Method #1 – Affiliate Review Sites

- You can quickly and easily create affiliate review sites or blog posts where you review various products.
- Blogger.com is a great, free blogging service for you to start out, but you can use any platform you like.
- It's okay to have multiple reviews on one site for different products, but they should at least be semi related (like internet marketing, health, electronics, etc.).



Method #1 – Affiliate Review Sites

- Doing proper keyword research ahead of time can greatly increase your chances of ranking.
- Use WebFire’s main keyword tool or search Google for terms like “[product] review” and see how competitive the terms are.
- If there’s under three exact match keywords in the title tags (the blue links), then you have a great chance of ranking for that term as long as you use it in the title of your blog post or in the title tag of your webpage (and at least once throughout the content).
- As a bonus, having the keyword in your URL or domain itself can help a great deal too (but not always necessary).



Method #1 – Affiliate Review Sites

- You can also spy on other reviews by using the site analysis tool inside of WebFire to see how well optimized other reviews are to know what you're up against!
- For more competitive terms, you might need a handful of relevant backlinks and such, which you can get from forum posts and the like.
- Bonus Trick: Forum posting to target clients AND get more backlinks! (Lead tools inside of WebFire help a ton here)



Method #1 – Affiliate Review Sites

- Writing reviews can be easy and effective if you do them right...
- Start with a keyword targeted title that is SEO friendly AND catchy:
 - GetResponse Review – What You Need to Know
 - HTC Vive vs. Oculus Rift Review – Pros and Cons Others Don't Tell You
 - Osaki T2000 Massage Chair Review – How It Compares to Other Massage Chairs



Method #1 – Affiliate Review Sites

- Then have a basic, short summary of what the product is at the start (a few sentences or so tops), followed by mentioning how you reviewed it or used it or whatever.
- Then have a bullet point list of the pros and cons (be real).
- Then have a short summary of your conclusion at the end (a couple sentences or so tops).
- Then have a clear call to action where you tell them to “Click Here....” to get the best deal or the latest offer or whatever (like “Click Here to Grab the Cheapest Price on the Osaki T2000 Massage Chair Now”). Make it stand out and super obvious or you’ll lose clicks and money.



Method #1 – Affiliate Review Sites

- Tip – people can usually sense when you're just hyping a product up for a quick buck, so be real and provide honest feedback, as that's what they're looking for.
- Bonus Trick – instead of a review, you can also target questions with answers that people typically might have on a product as a way to attract even more visitors (lead them to your review OR just have a call to action for the best deal on the product). Examples:
 - Oculus Rift – Can You Do Full Room VR with the Oculus Rift?
 - GetResponse – Can You Import Your List into GetResponse?
 - Massage chair – What massage chairs feel like a real massage?



Method #2 – Affiliate Review and Info Videos

- You can literally almost replicate the exact same processes that you just learned but with making videos instead.
- This gives you a chance to not only rank on Google, but to also rank on YouTube and such too.
- Although most of the rules are very similar, there are a few key things that you'll want to make sure you do...



Method #2 – Affiliate Review and Info Videos

- Just like before, have SEO friendly and catchy titles for your videos.
- Use the relevant keyword terms in your description as well.
- Link to your blog review or redirect through a nice looking link (yourdomain.com/product). (Affiliate link disclosure rule)
- Make the video short (usually under 5 minutes).
- Use relevant keyword tags (old YouTube video trick...)



Method #2 – Affiliate Review and Info Videos

- Can do a powerpoint screen recording, record yourself, or use WebFire's Video Firestorm to make easy slide type videos.
- Posting in forums and commenting on blogs while linking to a video sometimes comes off as less spammy as well, so that's an added bonus and an extra way to drive traffic.
- Encourage your viewers to subscribe to your channel for more reviews and updates on your reviews, as well as encourage them to comment to leave their own thoughts or reviews (interaction helps rank your videos and get them seen more as suggestions).



Method #3 – Free / Cheap Service Trick

- This next trick was one of the first ways that I made money online, yet it's still rarely used!
- Instead of trying to get someone to click your affiliate link after reading a review or whatever, you can actually offer a free service where you help them with something.
- The trick is that you help them out with something that would lead to them needing to buy something (often not from you but can work both ways).



Method #3 – Free / Cheap Service Trick

- For instance, instead of selling a guide on forex, stocks, or whatever, offer a free or super cheap service to help people with their first trade ... and make the money off of an affiliate link that you give for them to sign-up for their first trading account (some pay hundreds of dollars each).
- Or instead of doing a review of a diamond selling website, offer a service where you have them answer a few questions on what they're looking for, their budget, etc., and you find a few perfect diamonds for them ... with your affiliate link, of course (hundreds to even thousands per sale as an affiliate).
- Or instead of a course on weight loss, offer free training but provide a list of products they'd need through your affiliate links.



Method #3 – Free / Cheap Service Trick

- Cool Trick – The Reverse Fiverr Trick -- You can list cheap services on Fiverr.com with the intent of making more money off the backend or recommendations.
- Another Trick – You can use this for your own paid services too. For instance, instead of selling SEO, you can offer to fix their site for free but then upsell them into a related paid service of yours (like ongoing SEO, lead finding, social media management, etc. – and you can flip this around and do any of those for free and sell the SEO).
- This is also a super awesome “lead grab” and way to approach cold traffic that you can find through forums, blogs, social media, any of WebFire’s lead tools, etc. where you see a prospect in need, you offer to help them for free, and your suggestions are what makes you money.
- This can even be adapted for super high end, private affiliate / referral deals as well (examples with home building, private jets, rare antiques, etc.).



Reminder on past free tools

- www.bizfire.com/survey
- www.bizfire.com/members (after you take the survey)



Any other questions???

(and cash
giveaway right after)



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