

Are You New Here?

THE 8 STEPS EVERY NEW AFFILIATE MARKETER
NEEDS TO TAKE TO CREATE A PROFITABLE
AFFILIATE MARKETING BUSINESS!



Welcome To Your Affiliate Marketing Future!

I titled this short guide “**Are You New Here?**” after seeing it so much on TikTok. It’s basically someone who knows what they’re doing asking the “*newbie*”, “*Are you knew here?*” in a snarky way. Basically, how all newbie affiliate marketers are treated. You ask questions and the “*seasoned*” affiliate marketers are mean and snarky usually.

Side Note: Search TikTok for “*Are you new here?*” and you’ll see what I mean. There are some pretty funny ones. 😏 Don’t do that right now though. Stay focused with me here. 😁

Not here though! I’m going to take you by the hand and show you the ropes. No judgment and no being mean to you. *So, let’s jump in...*

One of the simplest and most rewarding ways to make money online is to earn commissions by sharing products and services you believe in. You can do this without needing to create your own inventory or worry about shipping and customer service.

I’ve been in the affiliate marketing game for years, and let me tell you, it’s not just about earning income. **It’s about creating freedom!** Whether you’re here to make a little extra cash or you’re ready to build a full-blown online business, this guide is here to help you make it happen.

Here’s what we’ll cover step by step:

- ⇒ How to choose a niche that’s not just profitable but also something you’ll enjoy working on.
- ⇒ Setting up your affiliate accounts and finding products that your audience will love.
- ⇒ The ins and outs of affiliate links and how to track your commissions.
- ⇒ Building your online presence so the right people find you.
- ⇒ Creating valuable content that naturally encourages clicks and conversions.

⇒ Driving traffic to your content because **no traffic, no sales!**

By the end of this guide, you'll have a clear plan and the tools you need to kickstart your affiliate marketing journey. It's not about overcomplicating things... **It's about getting started and building something amazing!**

So, grab a cup of coffee, and let's dive in!

Your First Steps As An Affiliate Marketer

Side Note: I'm giving you the basic steps here. You don't need to know **EVERYTHING** at once. Just stick to the basics for now. If you don't understand something I highly recommend having a chat with your favorite Chat AI like ChatGPT. It can explain just about anything to you and help you with it.

Step 1: Understand What Affiliate Marketing Is

Affiliate marketing is a performance-based business model where you earn a commission for promoting products or services. You act as the "*middleman*," connecting consumers to businesses. When someone makes a purchase using your unique affiliate link, you earn a percentage of the sale.

So obviously you need to get an affiliate link for something, right?

Hold tight... We will get to that!

But first...

Step 2: Choose a Profitable Niche

Your niche is the specific market or topic you'll focus on in your affiliate marketing. This is crucial because your niche determines the type of products you'll promote and your audience. These two things are **VITAL** to your success. Your niche and your target audience within your niche so you need to pick that **FIRST!**

How to Choose a Niche:

Passion and Expertise: Start with what you love or know. Or at the very least **REALLY** want to learn about.

Ask yourself... *“What topics can you talk about endlessly or solve problems around?”* or *“What have I been dying to learn all about?”*

Market Demand: Use tools like Google Trends, AnswerThePublic, or BuzzSumo to see if there’s consistent interest in your topic. Look for questions people are asking in forums, social media groups, and communities.

Profitability: Ensure there are affiliate programs within your niche. Check platforms like Amazon Associates, ClickBank, or ShareASale to see what’s available. If you're in the online business niche check WarriorPlus.com and JVZoo.com

How to Find Your Target Audience Within Your Niche:

Define Their Demographics: Identify your audience’s age, gender, location, and income level. For example, if your niche is fitness, maybe you’re targeting new moms aged 25-40 with an interest in postpartum health.

Understand Their Pain Points: *What challenges or problems are they facing that your niche can solve?* Use platforms like Quora, Reddit, and niche-specific Facebook groups to see what questions they’re asking. You can also use an AI tool like ChatGPT to find this information.

Learn Where They Spend Time Online: *Are they active on Instagram, Pinterest, or YouTube?* Knowing their preferred platforms helps you focus your efforts where they’re most likely to engage.

I recommend opening up a Google Doc and taking note of all of this. You’ll need this information for finding products to promote as an affiliate and actually promoting them successfully.

By the time you get through this step you should know your niche and your target audience. **Don't move forward until you do!**

Step 3: Set Up Affiliate Accounts

Affiliate programs and networks connect you to businesses offering affiliate opportunities. You'll search them and get links for niche relevant offers so you can begin promoting your affiliate links and making money!

Top Affiliate Networks for Beginners:

- ⇒ Amazon Associates: Perfect for promoting physical products.
- ⇒ ShareASale: Offers a wide variety of products and services across industries.
- ⇒ ClickBank: Focuses on digital products like eBooks and online courses.
- ⇒ CJ Affiliate (*Commission Junction*): Ideal for larger, more established brands.
- ⇒ JVZoo.com and WarriorPlus.com: These are great for online business niches.

How to Sign Up:

- ⇒ Visit the program's website and click "Sign Up" or "Join."
- ⇒ Fill out personal and payment details.
- ⇒ Provide your website or marketing plan (optional for some networks).

Side Note: You might want to wait to apply for affiliate networks until you have a website setup. More on that in just a bit.

- ⇒ Wait for approval and review terms and conditions.

Use AI: Use tools like ChatGPT to draft compelling application responses for affiliate programs, explaining your marketing approach and audience reach.

Once approved, you'll receive a unique affiliate link for each product you promote. The link contains a special tracking code unique to you. When someone clicks your link and makes a purchase, the system tracks the sale back to you and credits your account.

Tracking Tools: Most affiliate networks offer built-in dashboards to monitor clicks, conversions, and commissions.

Use tools like *PrettyLinks* to shorten and track affiliate links for social media or email campaigns. You'll need to setup a blog to use that one, but again. We will talk about that in just a bit...

Next...

Step 4: Build Your Online Presence

To succeed in affiliate marketing, you need a platform to reach your audience and that starts with your own website. You'll need this to be seen as a serious affiliate marketer and actually get approved for affiliate programs.

I highly recommend that your first website be on your own domain name (*your own .com*) and that you install a WordPress blog on it.

Here are the steps to do that...

1. Get a Domain Name: Choose a domain name that reflects your niche. Use platforms like GoDaddy to register your domain.

2. Set Up Hosting: Use reliable hosting providers like [LiquidWeb](#) to host your website.

3. Install WordPress: WordPress is the best platform for beginners. Most hosting providers offer one-click WordPress installation.

4. Pick A Theme: Choose a simple, clean theme for your blog that highlights your content.

5. Create Essential Pages:

Homepage: Introduce your niche and explain how your blog helps solve readers' problems.

About Page: Share your story and why you're passionate about your niche.

Contact Page: Make it easy for readers and potential partners to reach you.

5. Focus on Niche-Specific Content: Your blog content should revolve around solving problems for your audience.

Examples:

"Top 5 Tools for Budget-Friendly Travel."

"How to Stay Fit at Home with These Must-Have Gadgets."

Include affiliate links naturally within your content.

Example:

"We recommend [Product Name] for [specific benefit]. Click here to learn more: [Affiliate Link]."

6. Build Your Email List From Your Blog: Use a platform like ConvertKit to set up a simple email list on your blog. Offer a free lead magnet, like a checklist or mini guide, to encourage sign-ups to your email list. Share new blog posts, product recommendations, exclusive deals, and helpful content with your subscribers.

This is **A LOT** right? Well, I'm here to save the day. Here's a complete **FREE** tutorial on how to do all of this!

The Beginners Guide To Building A Blog Part 1 -

<https://youtu.be/xr4xi6iCgdl?si=WCsqJqvCBRmJBai6>

The Beginners Guide To Building A Blog Part 2 -

<https://youtu.be/JmxeG2UAeyg?si=n3tGgWLNfIPSZWbD>

Don't move forward until you have a blog up and going with some content on it.

Let's talk more about content when you have your blog up and going...

Step 5: Create Valuable Content

Content is the backbone of affiliate marketing. It's how you attract and engage your audience, build trust, and drive affiliate conversions. **The key is to provide value by solving your audience's problems, answering their questions, and helping them make informed decisions.** Read that repeatedly until you really understand it because it's a **HUGE** key to your affiliate marketing success.

Let's talk about creating that content...

Content Types and How to Create Them:

Product Reviews: Write detailed, honest reviews of products you've used or researched extensively. Include pros, cons, and who the product is best suited for.

Example: *"The Ultimate Review of [Product Name]: Is It Worth It?"*

Affiliate Link Placement: Include links in the introduction, body, and conclusion.

How-To Guides: Create step-by-step tutorials that teach your audience how to achieve a specific result using the product.

Example: *"How to Use [Product Name] to Simplify [Task]."*

Affiliate Link Placement: Suggest the product as part of the solution in the tutorial steps.

Comparisons: Compare two or more products in your niche to help readers make an informed choice.

Example: *"[Product A] vs [Product B]: Which Is Better for [Specific Use Case]?"*

Affiliate Link Placement: Add links under each product description and in a "Buy Now" button for the recommended product.

Listicles: Write "top" or "best" lists that highlight products in your niche.

Example: *"Top 5 Budget-Friendly Fitness Gadgets for Home Workouts."*

Affiliate Link Placement: Add links for each product in the list and include a “Resources” section at the end.

Additional Tips for Creating Content:

Include Visuals: Add high-quality images, infographics, or videos to make your content more engaging. Use tools like Canva or Adobe Spark to create professional visuals.

Keep It Actionable: Provide clear steps, tips, or advice that readers can implement immediately.

Use AI: Use AI writing tools like ChatGPT to generate content ideas, draft articles, and refine your writing. Use AI-powered editing tools like Grammarly to polish your content for readability and clarity.

Now there are a lot more types of content that you can create, tactics, etc. But you’re just getting started so just stick to what I’ve shown you here for now. If not, you’re going to find yourself getting overwhelmed and that’s going to take you down a blackhole where you get nothing done and never make any money with affiliate marketing. **You’ve been warned!**

Step 6: Drive Traffic to Your Content

Driving traffic is essential for affiliate marketing success. Your content won’t generate affiliate sales unless the right people see it. Let’s explore effective ways to bring readers to your website.

Free Traffic Strategies:

Forums and Communities: Participate in niche forums, answer questions, and share your content where relevant. Examples include Reddit, Quora, and specific niche groups.

Example: *“If you’re looking for an in-depth review, check out this post I wrote on [Product Name]: [Link].”*

Guest Blogging: Write guest posts for established blogs in your niche. Include a link back to your content in the author bio or within the post (*if allowed*).

Collaborations: Partner with other bloggers or creators in your niche to share each other's content. Host joint webinars or create collaborative content to reach a broader audience.

Paid Traffic Strategies:

Google Ads: Run ads targeting high-intent keywords like "[Product Name] Review" or "Best Tools for [Task]." Direct ads to your blog post or landing page.

Facebook Ads: Promote your blog posts or landing pages to a targeted audience based on demographics, interests, and behaviors.

Pinterest Ads: Boost your pins to increase visibility. Target users searching for your niche-specific keywords.

Use AI: Use AI-powered tools to help you with all of your traffic generation tactics. Planning out strategies, creating ads, etc.

Now again... There are a lot more traffic driving strategies out there. This is another blackhole you could end up going down, so I recommend picking ONE strategy, mastering it, and then if you need more strategies add more. But stick to one at a time to keep yourself focused and from getting overwhelmed.

Step 7: Monitor and Optimize Performance

Now that you've built your content and started driving traffic, it's time to fine-tune your efforts. Affiliate marketing isn't a "*set it and forget it*" game. It's all about constant improvement. The more you know about what's working and what's not, the better your results will be. **AND** when you know what's working you can do more of that and make more money!

Here's what you need to know...

Metrics to Monitor:

Click-Through Rate (CTR): This measures how many people are clicking on your affiliate links compared to the total number of people who view your content. A low CTR might mean your links aren't prominent enough or your CTAs aren't compelling.

Conversion Rates: Track how many clicks on your affiliate links result in actual sales. A low conversion rate could indicate issues with the product landing page or a mismatch between the product and your audience's needs.

Traffic Sources: Understand where your traffic is coming from like... organic search, email campaigns, guest posts, or paid ads. Knowing this helps you double down on the most effective channels and stop wasting time and/or money on what doesn't work.

Earnings Per Click (EPC): This metric shows how much revenue you earn for every click on your affiliate links. Use it to compare the performance of different products or campaigns.

Bounce Rate: Measure how quickly visitors leave your site after landing on a page. High bounce rates may suggest your content isn't engaging or doesn't meet their expectations.

Optimization Tips:

Scale High-Performing Content: Identify blog posts, videos, or email campaigns driving the most clicks and conversions. Update them regularly with fresh content, new affiliate links, or updated offers to maintain performance.

Test and Refine CTAs: Experiment with different types of CTAs...

- ⇒ Button-based CTAs (e.g., "Click Here to Save Now").
- ⇒ Text-based CTAs integrated within paragraphs.
- ⇒ Image-based CTAs that highlight the product visually.

Keep track of which styles or placements generate the best results.

Improve Content Formatting: Break up long paragraphs into smaller sections. Add bullet points, numbered lists, or visuals to make your content more digestible. Ensure your affiliate links are easy to find without overwhelming the reader.

Update Underperforming Campaigns: If a blog post or email isn't driving results, analyze why...

- ⇒ Is the product still relevant to your audience?
- ⇒ Are your CTAs compelling enough?
- ⇒ Does the content need more detail or examples?

Track Audience Engagement: Monitor email open rates and click rates. Use surveys or feedback forms to understand what your audience wants more of.

Here's why all of this matters...

By staying on top of your performance metrics and optimizing your efforts, you're ensuring that your affiliate marketing business grows steadily. It's not just about doing more. It's about doing what works, better. The more you refine, the more you'll earn, and the more your audience will trust you as a reliable source for solutions.

Remember, affiliate marketing success is built one improvement at a time. Start tracking, keep tweaking, and watch your results soar!

Step 8: Scale Your Affiliate Marketing Business

Alright, you've built the foundation for your affiliate marketing business. Now it's time to take things to the next level.

Scaling your business means working smarter, not harder. By diversifying your strategies, automating processes, and reaching more people, you can grow your income exponentially.

Here's how to scale...

Step 1: Diversify Your Affiliate Programs

Why It Matters: Relying on just one affiliate program limits your income potential. By joining multiple programs, you can:

- ⇒ Access more products to promote.
- ⇒ Earn commissions from different sources.
- ⇒ Reduce risk if one program changes its terms.

How to Do It: Research affiliate networks like CJ Affiliate, ShareASale, and Rakuten Marketing for new opportunities. Look for programs that align with your niche and audience's needs. Join niche-specific affiliate programs (*these won't be on affiliate networks you'll have to search for them*) for high-demand or exclusive products.

Step 2: Expand Your Content Library

Why It Matters: More content equals more opportunities to attract readers and drive clicks.

What to Do:

Dive Deeper Into Your Niche: Create content that answers more specific questions or tackles subtopics within your niche. For example, if your niche is fitness, expand from *"home workouts"* to *"low-impact exercises"* or *"workout routines"*

Repurpose Existing Content: Turn high-performing blog posts into videos, downloadable guides, or email series. This lets you reach your audience in different ways without creating content from scratch.

Create Evergreen Content: Focus on topics that stay relevant over time. Evergreen content will continue to attract traffic and generate affiliate sales long after it's published.

Step 3: Increase Traffic and Reach

Collaborate with Others: Partner with other bloggers, influencers, or content creators in your niche to cross-promote each other's content.

Build an Email Sequence: Develop an automated email funnel that nurtures your audience, educates them on your niche, and highlights your recommended products with affiliate links.

Invest in Paid Traffic: Allocate a portion of your earnings to running ads that target your ideal audience. Use platforms like Google Ads and Facebook Ads to amplify your reach.

Step 4: Automate Your Processes

Why It Matters: Automation frees up your time to focus on growth while maintaining consistency.

How to Automate: Use tools like Buffer or Hootsuite to schedule content across platforms. Set up email marketing automation with tools like ConvertKit. Use AI-powered analytics platforms like BuzzSumo to track performance and adjust campaigns on autopilot.

Step 5: Analyze and Optimize Continuously

Review Metrics Regularly: Track click-through rates, conversions, and traffic to identify what's working. Refine Underperforming Campaigns: Adjust CTAs, update content, or switch to better-converting products if something isn't delivering results.

Test New Strategies: Run A/B tests for headlines, ad creatives, and email subject lines to maximize engagement and conversions.

Use AI: Let AI be your scaling partner! Use tools like Jasper to create content faster, BuzzSumo to analyze your competition, and Google Analytics to find areas for improvement. AI can also automate repetitive tasks like social media posting and performance tracking, giving you more time to focus on strategy.

Your Journey Starts Now!

You've made it to the end of this guide and let me just say...**WOW!** I'm so excited for you!

You now have a clear, actionable roadmap for building and scaling your affiliate marketing business. The steps, tools, and strategies outlined here aren't just theories; they're proven methods I've personally used and refined over the years.

But here's the thing... All the knowledge in the world won't mean a thing unless you take action. You've got the plan, the steps, and the resources, so don't wait until "someday." **Start today!** Choose your niche, set up your blog, and create your first piece of valuable content.

Will it all be perfect right away? **Nope.** And that's okay!

Affiliate marketing is a journey, and the more you learn and tweak, the better your results will be. Remember, success in this game comes down to consistency, persistence, and your willingness to show up for your dreams.

This isn't just about earning commissions! It's about creating freedom, building something you're proud of, and showing the world what you're capable of. I believe in you, and I can't wait to hear about your success.

So, take a deep breath, grab that first action step, and let's get to work. The world is waiting for what you have to offer. **Let's make it happen!** 💪

To your affiliate marketing success!